WORLD / A27

In US, ethnic, racial minorities will be majority in the next generation

NEWS / A24

91-year-old newspaper editor in Baguio arraigned for libel

ACROSS / A17

RP pineapple capital bans endosulfan use

LIFESTYLE / E2

Sen. Mar Roxas texting all throughout show of world's classiest stripper

GMA informed Malaysia of federalism 3 mos ago

By Nikko Dizon

PRESIDENT MACAPAGAL-ARROYO RAISED the possibility of adopting the federal system in a letter to the Malaysian prime minister in May to carry out a deal creating an expanded Bangsamoro homeland, peace adviser Hermogenes Esperon Jr. said yesterday.

GMA INFORMED/A11

PHILIPPINE DAILY INQUIRER
Balanced News, Fearless Views
Friday, August 15, 2008 ★★ 16 sections / Vol. 23 / No. 251 P18 website: www.inquirer.net

Opposition mounting vs Cha-cha bid

By Gil C. Cabacungan Jr.

PRESIDENT MACAPAGAL-ARROYO'S alleged attempt to piggyback on a Senate resolution seeking to amend the Constitution was denounced yesterday in the upper chamber and by businessmen and bishops apprehensive she would take advantage of the measure to prolong her term.

"I am withdrawing my signature and will only affix my signature when I see that slippery winding road is already

OPPOSITION/A11

Justice says justice lying

SC panel probes 'suspicious' actions of Roxas

By Leila B. Salaverria and Edson C. Tandoc Jr.

THE COURT OF APPEALS (CA) justice who wrote the controversial decision in the legal tussle between Manila Electric Co. (Meralco) and the Government Service Insurance System (GSIS) was yesterday accused by a colleague of lying about the circumstances of the case.

On the stand practically the whole day, Justice Vicente Roxas was also questioned on his "suspicious" actions by the panel formed by the Supreme Court to investigate the events before and after the July 23 decision that favored Meralco in its bruising dispute with the GSIS.

Roxas explained, among other things, how he produced the transcript of the justices' deliberations on the decision (from memory), why he promulgated the decision on July 23, why he gave a draft copy to another justice who was not among those who signed the decision, and why he did not resolve in writing certain motions before issuing the decision.

JUSTICE/A11



UNDERDOG After the smoke clears, Maryjane Blaza returns home in Sitio Pagpayan, Barangay Dualing, Aleosan, North Cotabato, only to find it burned to the ground by MILF rebels who occupied her barangay for weeks. Under the ruins, she finds her dog, even if frightened as she has been, but still a fond reminder of the life she once lived.

Jose Blanco, Angono folk muralist, dies; 76

By Lito B. Zulueta
Editor, Arts and Books

JOSE V. BLANCO, THE MURALIST AND National Artist nominee known for richly colorful and celebratory works of the Tagalog pastorale, passed away yesterday morning. The master was 76.

Blanco, whose "folk realism" helped nourish a town's artistic heritage with

JOSE/A11

AFP to media: Allow our soldiers to die with dignity

By Nikko Dizon and Tarra Quismundo

TAKING OFFENSE AT THE SHOWING OF video of a dying Marine on a GMA 7 newscast, the Armed Forces of the Philippines (AFP) has appealed to the media to allow its soldiers "to die with dignity."

"Every soldier is as human as you are. When wounded, we also suffer the pain. Sometimes we agonize. We would like to remember [our soldiers] for their heroism and sacrifice and not the indignities of the suffering when dying," Brig. Gen. Jorge Segovia, acting chief of the AFP Command Center, said in a press conference yesterday at Camp Aguinaldo.

Segovia said he had not seen the video of the dying Marine Cpl. Angelo Aborto that aired over GMA 7 but he had been told about it.

He said it struck a chord because he himself was wounded when a bullet nearly pierced his heart in a 1995 encounter with bank robbers.

AFP TO MEDIA/A20

He prepared me for this, says Marine's wife of 4 months

By Tarra Quismundo

FIGHTING WEAK KNEES AND grief, Cpl. Angelo Aborto's widow tearfully walked up to her husband's casket and set two medals on the glass, her eyes fixed on his face as if silently conversing with her beloved.

"He prepared me for this," 24-year-old Daisy Aborto told the Inquirer.

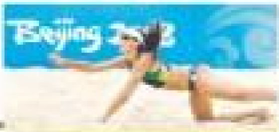
"When he was still my boyfriend, he told me: 'You should be strong. That's how my

HE PREPARED/A20

Medals	G	S	B	Total
China	22	4	[illegible]	[illegible]
United States	[illegible]	[illegible]	[illegible]	[illegible]
South Korea	[illegible]	[illegible]	[illegible]	[illegible]
Italy	[illegible]	[illegible]	[illegible]	[illegible]
Germany	[illegible]	[illegible]	[illegible]	[illegible]

Beijing 2008





Faster polls but 'same old story'

By Kristine L. Alave and Jeannette I. Andrade

AUTOMATED COUNTING AND voting machines "improved" the conduct of elections in the Autonomous Region in Muslim Mindanao, but these did not eliminate the "same old story" of cheating in the provinces, according to three poll watchdogs.

Vote-buying, ballot-snatching, the use of flying voters (illegal registrants), multiple voting and proxy voting by minors were among the irregularities observed by the groups' volunteers in the country's first computerized balloting on Monday.

However, the watchdogs conceded there was "less violence" this time compared to previous ARMM polls.

"The new systems were certainly a welcome improvement over the manual systems in previous elections," the Asian Network for Free Elections (Anfrel)

FASTER/A11

Chinese fans whipped into patriotic frenzy

BEIJING—WITH RAUCOUS chants of "Jia You (Let's Go)," Chinese fans have created an electric atmosphere inside many Olympic venues and dampened fears that unruly spectators would tarnish the nation's image.

After six days of competition, praise for the Chinese

CHINESE/A9

Federer crashes out, loses to Blake, 6-4, 7-6

BEIJING—TOP SEED ROGER Federer was knocked out of the tennis men's singles at the Olympics on Thursday, losing 6-4 7-6 to American James Blake.

The Swiss produced an error-strewn display after a long rain delay and was outplayed by Blake.

Earlier this week, Federer had complained the Olympic tennis schedule was "ridiculous" after playing six matches in just four days.

The top seed aired his lament after winning his singles match against Tomas Berdych before returning for a doubles match.

"I find it a little bit ridicu-

FEDERER/A4



WHEN DEMOCRACY ICONS MEET Former President Cory Aquino meets East Timor President Jose Ramos Horta on Thursday at the Sofitel Philippine Plaza. Earlier, Ramos Horta laid a wreath at the Rizal Park monument of Ninoy Aquino, his friend and supporter, and expressed a wish to see his widow even in her home. But Ms Aquino, mindful of protocol, went to see him. She gives him a painting of flowers she made.

Song got it: Don't worry, be happy; it's key to longer life



PARIS—KEEP HUMMING "Don't Worry Be Happy." The 1980s New Age-inspired hit got it right. New research shows being happy can add several years to life.

"Happiness does not heal, but happiness protects against falling ill," Ruut Veenhoven of Rotterdam's Erasmus University says in a study to be published next month.

After reviewing 30 studies carried out worldwide over periods ranging from one to 60

SONG/A22

WEATHER FORECAST

Second FRONTPAGE

EZ2 14 17 | 2 6 1 7 7 1 SIX DIGIT

SUERTRES 4 0 1 | 1 7 1

4 6 9

SUPERLOTTO 6/49 3 6 17 18 22 34

P53,310,942.00

Palace fails to sway governors

Cagayan face-off on gov't-MILF MOA emotionally charged but cordial

CAGAYAN DE ORO CITY – IT WAS AN EMOTIONally charged five-hour meeting but it was cordial.

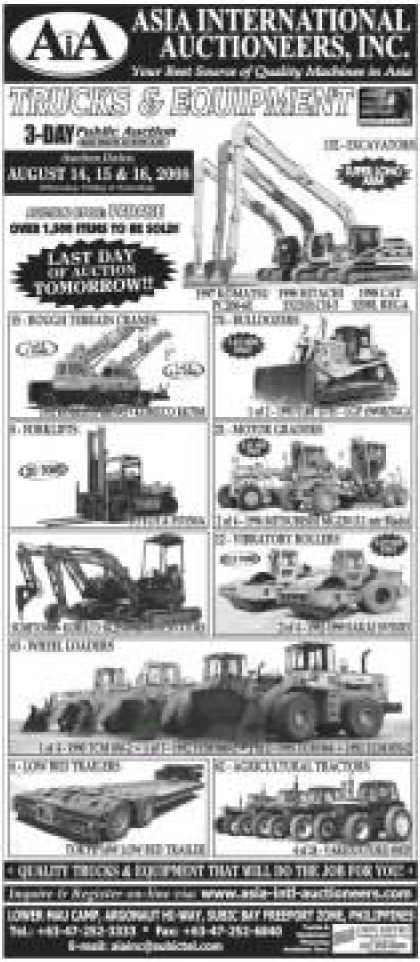
Opposition to continue

A first step

Prayer vigil

A long wait

Mindanao groups to rally at SC today





Cotabato folk return, start rebuilding

People used to conflict

Muslim home also looted









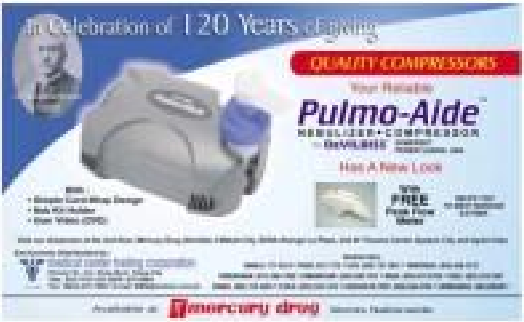
Puno: Security forces ready if Moro rebs return

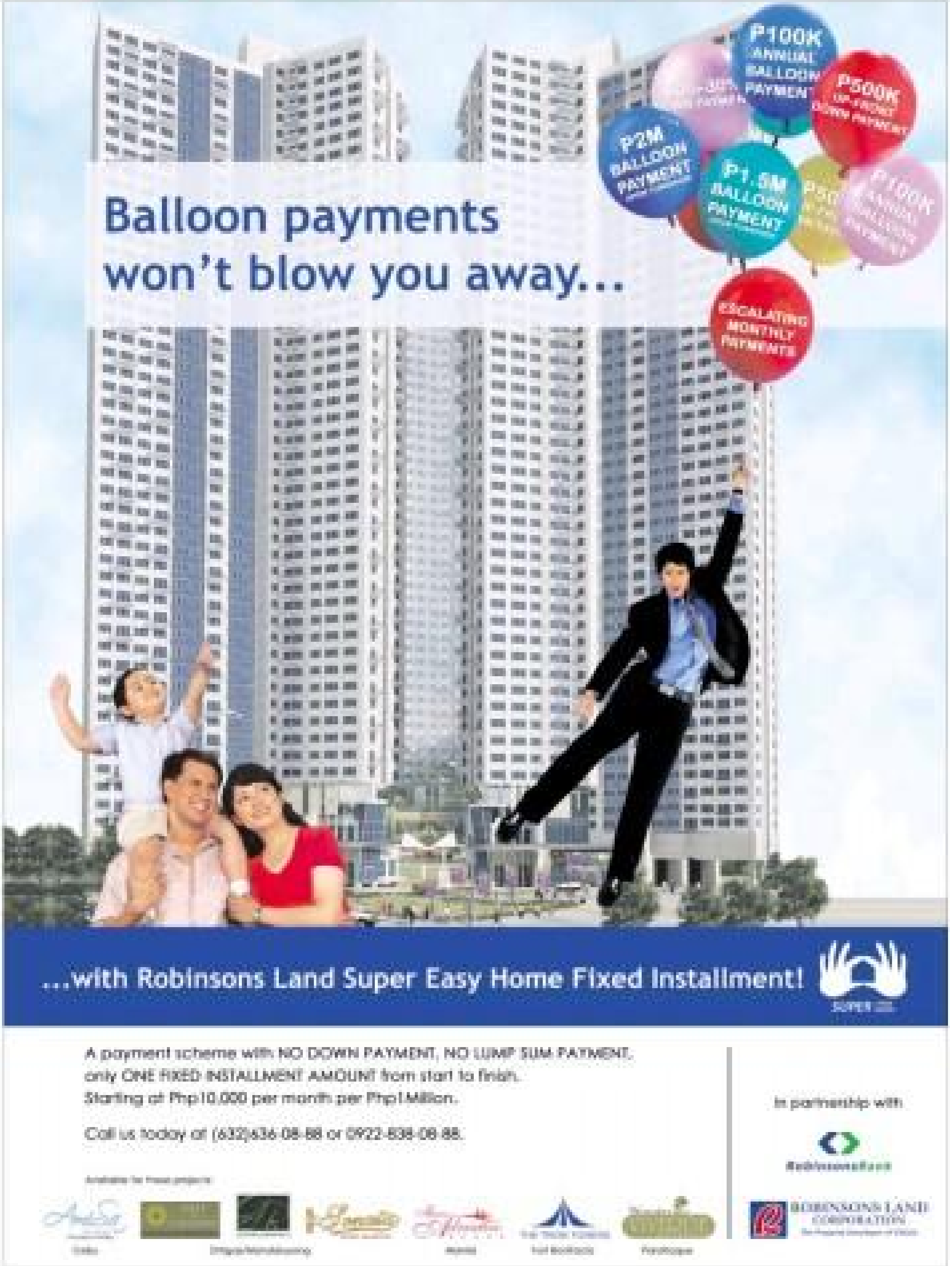
Automated polls promising – Gordon



PPP writes off unpaid dues







DISRUPTED LIVES

Unicef: RP kids in peril in war zones

By Cynthia D. Balana

Widening gap

Complex stories

Major causes of death

Sulpicio sinking report out in a month

Under wraps

Sulpicio suit

LUCKY 8 ASIAN TOURS: OLYMPICS

- 7d/6n Indochina Adventure — Dep: Sept 8 & Oct 21
- 10d/9n China Heritage Tour — Dep: Sept 23 & Oct 22
- 10d/9n China Heights and Scenes — Dep: Sept 28 & Oct 22
- 6d/5n Japan Vacation — Dep: Sept 15 & Oct 13
- 6d/5n Bangkok Changmai — Dep: Sept 18 & Oct 8
- 7d/6n Vietnam Experience — Dep: Sept 8 & Oct 5
- 4d/3n Saigon Tour — Daily (min 2 pax)
- 4d/3n Cambodia Primer — Daily (min 2 pax)

ARE BACK!!!

NO EXTRA CHARGE, NO HIDDEN CHARGES

Other Travel Packages Available!! Call now to inquire!!

CALL US!

introducing

18K GOLD



2070

XTREME MAGIC SING

WIRELESS. TWIN MICS.

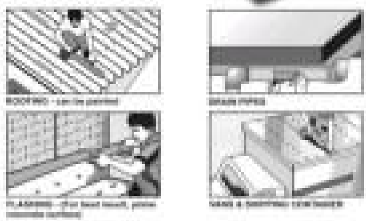
- Multiplex Songs
- SD Card Slot for Customized Picture Backgrounds
- Create your Own Song List with Personalized Settings
- Easy Song Title and Artist Search
- User-Selected Background Picture Themes
- New Graphic User Interface
- Song Quiz Game
- Musical Note Guide
- Jump Prelude/Interlude

THE ASTRA GROUP, INC.

ISANG TAPAL AYOS NA!
Stops leaks for years

EVO-STIK FLASHBAND

Instant seal for roofs & gutters!



Available in hardware and Shopping Mall hardware.

PHILIPPINE INSULATION CO., INC.

DEALERS WELCOME!

Listening in Style

12 months installment at 0% interest

BLOWOUT SALE



LG

YAMAHA

Ping accuses spy chiefs of new wave of harassment

[illegible]



LACSON

[illegible]



VAT to fund ₱45-B infra, social services this year

[illegible]

Pro-poor

[illegible]

Distributed

[illegible]



Federer crashes out, loses to Blake, 6-4, 7-6

From page A1

lous that we're playing maybe 11 matches in seven days, to be honest," Federer said.

"That's the only regret I have at the moment because I think this is asking just a little bit too much and too much trouble."

Rafael Nadal started playing at 10:30 a.m. on Monday and didn't finish until late that evening. The same day Sam Querrey played Igor Andreev and then stayed on court to face him in the doubles.

Federer complained the format was "very hard" on the players, most of whom will compete in the US Open which starts a week on Monday.

Blake earlier said the tournament would be a survival of the fittest. AFP

Serena bows out, too

SERENA WILLIAMS was surprisingly beaten 3-6, 6-4, 6-3 by Russia's Elena Dementieva in the quarterfinal of the Olympic singles on Thursday.

Williams looked on course for victory but surrendered as fifth seed Dementieva produced a great fightback. AFP

Youngest at 12

WHEN SHE steps onto the starting block at Beijing's Water Cube pool, Cameroonian freestyle swimmer Antoinette Guedia will be up against much bigger rivals and a pool twice as long as she's used to.

Aged 12 years and 10 months, Guedia is the youngest athlete competing at the 2008 Games and she can count the number of times she's competed in an Olympic-sized pool on one hand.

"It is a bit overwhelming. I'm little," said Guedia, fiddling with the green, red and yellow-beaded "Africa" necklace she wears as a lucky charm.

She will be up against swimmers of all ages in the women's 50 meters freestyle on Friday, including 41-year-old Dara Torres who has already won silver for the United States in the 4x100 freestyle relay.

Nicknamed "Champion," Guedia still trains in the same 25-meter hotel pool that she first learned to swim in, aged 8. Before arriving in Beijing, Guedia had only swum in a 50-meter pool the day she competed in the 2007 African Games in Algiers.

She takes her school work seriously.

Some critics disagree with putting children in high-pressure adult sports contests, but Guedia is more relaxed than older swimmers sweating about how to gain a hundredth-of-a-second advantage.

She listens to hip hop to calm her nerves and takes a childlike delight in loading her tray with US fast food in the athletes' village canteen. Reuters

Little Armenia is real 'champ'

WITH a population of 1.3 billion, China should be leading the medal tally at the Olympics but the real winner is ... Armenia.

The Los Angeles Times has compiled a unique index of winning nations based on medals per capita. Six days into the Aug. 8-24 Games, the former Soviet republic of Armenia, with population of nearly 3 million, leads with three bronze medals.

Georgia, with 4.6 million people, is in second place with two gold medals—in men's judo and Greco-Roman wrestling—and one bronze.

Australia, with a population of 20.3 million, is standing firmly in third place with 14 medals, including five gold medals, three of them won by rising star of the pool, Stephanie Rice.

Switzerland, with 7.5 million people, won a cluster of cycling medals to take it to fourth place.

The alternative medal table by the Los Angeles Times had the Bahamas, with a population of 300,000, winning the medal count at both the Sydney Olympics in 2000 and the Athens Games in 2004.

The Bahamas won 2 medals (1 gold, 1 silver, both in athletics) in Sydney and two medals (1 gold, 1 bronze, both in athletics) in Athens. Reuters, with PDI Research



FEDERER serves against Tomas Berdych of the Czech Republic during their 2008 Beijing Olympic Games men's singles third round tennis match. Federer [illegible] of "ridiculous" schedule.

Gold or nothing

SWEDISH wrestler Ara Abrahamian threw down his Olympic bronze medal in protest on Thursday after his bid for Greco-Roman gold was ended by a decision denounced by the Swedish coach as "politics."

Abrahamian took the bronze from around his neck during the medal ceremony, stepped from the podium and dropped it in the middle of the wrestling mat then walked off.

"I don't care about this medal. I wanted gold," he said.

A former Abrahamian, silver medallist at Athens 2004 who had high hopes of top honors in the 84 kg competition in Beijing, announced he was quitting the sport.

"This will be my last match. I wanted to take gold, as I would, or the Olympics is a failure," the 32-year-old said.

The Swedish wrestler had to be restrained by teammates earlier when a row erupted with judges over the decision in a semifinal bout with Andrea Minguzzi of Italy, who went on to win the gold. Reuters

Billion-dollar man

WEIGHED IN gold, Michael Phelps is worth about 30 million. In reality the face of the Beijing Olympics is probably worth 10 times that amount each year.

Marketing experts said the 23-year-old American, who is now the most successful Olympian with 11 gold medals, will become the richest professional swimmer ever, far surpassing the money earned by the former most decorated US swimmer, Mark Spitz.

"He's a billion-dollar man. He won't have to get a job ever. He can live off this for 50 years," Australia-based celebrity agent Max Markson told Reuters.

Olympic sports have meant big business since the Olympic movement allowed professional athletes to compete 20 years ago.

But none has banked the sums earned by charismatic sluggers like Tiger Woods, David Beckham or Michael Jordan whose names are globally known and set cash registers ringing everywhere.

Bill Sutton, chief brand strategist at the [illegible] Group, a US consultancy specialised in branding, doubted Phelps—or any Olympian—would match the earning power of Woods, who is estimated to become the first billionaire athlete by 2010.

Phelps reportedly earns about $5 million a year from endorsements although his agency Octagon declined to comment. Forbes forecasts this rising star to about $30 million, short term.

Phelps, a professional swimmer at 16 and a millionaire by 20, has sponsors, agents, lawyers, accountants, charities, his own website in English and Chinese, and even his own logo with a mass-like blue M and red P over his name.

His sponsors were credit card company Visa Inc., Speedo, watch maker Omega, AT&T Wireless, energy food company PowerBar, Kellogg's, [illegible], and PureSport. Reuters

3 die in Games bus crash

TWO CHINESE have died after a traffic accident Wednesday involving a van and a Beijing Olympics bus carrying athletes and officials to the rowing venue, Games officials said on Thursday.

"Of the four Chinese people in the van, two were injured and one died after being treated in hospital," Games Vice President Wang Wei told reporters. "The van was at fault."

Two Canadian rowers and their coach suffered minor injuries.

The bus slammed into a steel partition by the roadside, ripping off most of its front on the driver's side after the van tried to overtake it. Reuters

Glory means pain

NO DETAIL is too small for China's [illegible] to tweak in their hunt for national sporting glory [illegible].

The Olympic host nation claimed all four synchronized diving golds with ease, and its divers have a good chance of topping the podium in the four remaining individual events.

But to get there, athletes have to submit to an intense and punishing training regime, surrender much of their personal freedom and in the case of one diver, even alter their identity.

Self-sacrifice is not just encouraged, it is expected of the thousands of athletes who emerge from China's state sports system, which provides free training and equipment but [illegible] with fierce competition and iron discipline.

Every champion knows there are hundreds of others waiting in the wings, who suffer the same gruelling training regime and are desperate for a chance at sporting glory if the leaders falter.

"Sometimes I would get really hungry but I was only allowed to drink water," 15-year-old gold medallist Chen Ruolin said.

Her diving partner, Wang Xin, had to give up even more. She was born Wang Ruoxue, but as "xue" can mean snow in Chinese, a coach gave her the more assertive name "Xin"—which also contains the character meaning gold, auspicious for any would-be champion.

"They start when they are five ... and that's all they do, just dive, dive, dive. It's so different to what we do in Australia," said Australia's Briony Cole after taking silver behind Chen and Wang. Reuters

Loyal shooter shows big heart

VERONIQUE Girardot of France overcame more than nerves in Thursday's Olympic skeet shooting.

The former world champion, blinded in one eye by cancer from the age of 2, was competing in her first Olympics—at the age of 42.

Undeterred by the damp and difficult conditions on the shooting range that drove scores down, Girardot shot a 63 out of a possible 75 for 11th place, missing the finals by six targets.

"Unlike the other shooters I don't have peripheral vision and I don't have depth perception because of my eye," Girardot said after being eliminated in the qualifying round.

"I've overcome this with lots of determination and fighting spirit." Reuters

2008 ANNUAL CONVENTION
Philippine Association for the Study of Overweight and Obesity
"Cooking Up The Right Mix Against Overweight & Obesity"
August 27, 2008 (Wednesday)

MESSAGES

PASOO Officers and Board of Directors 2008

Chinese athletes bear weight of expectations of 1B people

BEIJING—JUST IMAGINE THE pressure.

The weight of a nation's expectations is on your shoulders. One fifth of humanity is cheering you on. And then you lose.

On the shooting range, the tears flowed. On the fencing mat and the badminton court, all that pent-up expectation became intolerable.

Now, according to the media, bloggers and the man in the street, it is time to cut them some slack.

Du Li was the hot favorite to land the first gold of the Games in the women's 10m air rifle. She failed to finish among the medals and left the stadium too heartbroken to speak.

On China Central Television, she choked back the tears, telling viewers: "I wanted so much to see the national flag hoisted from the podium. I tried my best."

Don't worry, said one blogger who was trying to raise her spirits: "I've heard all hosts of recent Olympic Games failed to clinch the first gold so why should you be the exception?"

'Don't cry, my hero'

Zhao Qirui wept on the podium when he had to settle for silver in the men's 10m air rifle.

Another blogger, cited by China's official Xinhua news agency, told him: "Don't cry, my hero. No athlete has kept the title in consecutive Games. You have many opportunities in the future."

"No matter what happens, we will love you forever," another blogger told fencer Tan Xue after her loss.

For Australia diver Prue Klassen to headwork, for Australian ... Cathy Freeman in Sydney it was all about focus.

"They had to shake off any thoughts about a nation longing for victory. World champion Liu Xiang will have to do just that in the 110-meter hurdles.

Better than winning gold

The China Youth Daily argued it was time to stop putting so much pressure on the host for gold in the hometown Games.

"We need to develop the confidence, rationality, openness and tolerance appropriate to citizens of a fast-growing emerging nation," it said. "Being a good host is both more meaningful and gratifying than merely scooping up gold medals."

The man in the street tended to agree.

"What is important is to show China and to show Beijing to the whole world," local businessman Sun Weimin, 48, said, eating in a Beijing restaurant with friends.

"Several months ago, everyone was talking about Tibet, but foreigners need to know the truth about China, and we believe that through the Olympic Games, the world will know the truth." Reuters



ROOTING FOR MOTHERLAND A young Chinese holding a national flag with a red-cab attitude is typical of the homegrown spectators that have created an electric atmosphere inside many Olympic venues. After six days of competition, praise for the Chinese fans who turn up at the various venues in the thousands with flags in hands, clapping and shouting for the home team has been universal. AFP

Chinese fans . . .

From page A1

fans who turn up at venues in their thousands waving national flags and pennants, clapping, stomping and shouting, has been almost universal.

The Olympic fever inside the venues is clearly a factor in China's runaway lead in the gold medal standings with Chinese athletes getting a tangible boost from the roar of frenzied crowds.

After China's women athletes beat the United States in a tight contest for the team title in gymnastics, team coach Lu Shanzhen credited the power of home support for lifting the team to victory.

"The great atmosphere here in China allowed everyone to be filled with enthusiasm and good morale," Lu said.

Non-Chinese competitors are also enjoying and benefiting from the highly charged atmosphere and the non-stop chants of "Jia You."

US gymnast Joey Haggerty was beaming after appearing before the biggest and most vocal audience of his life.

"The crowd was unbelievable, they were cheering very loud, it was great fun," he said after competing for the US team.

Opposing teams now say that partisan Chinese crowds are good-humored and their enthusiasm has not spilled over into partisan jeers or hostility.

In the past, particularly in competition against Japan, an ugly side of Chinese sporting nationalism has often emerged.

Japan invaded and occupied parts of China in the 1930s and that past aggression still triggers passionate resentment here.

That was on show in February this year at the East Asian football championships in Chongqing, China, when they booed Japanese players and showered Japanese supporters and players with trash thrown onto the pitch.

There has been no recurrence during the Games, although booing the opposition in basketball, a tradition in China, is alive and well.

When China played the United States, however, it was hard to know which was the home team. NBA players are idolized in China and it was noticeable that during the Olympic Games opening ceremony last Friday, the crowd cheered loud and long for NBA star Kobe Bryant.

Course in etiquette

The US team, which is the key rival of China for overall victory in the medal chase, also got a long burst of applause with swimming icon Michael Phelps treated to a special ovation.

Two years ago, the Chinese government was so worried about the potential for crowd trouble tarnishing the Olympics that it launched a crash course in sports etiquette and classes squads were sent to factories, schools and offices across Beijing to educate the Chinese on how to behave at Olympic events.

However, some Chinese fans still have a way to go before mastering the finer points of some competitions. AFP











Oil firms cut pump prices by P1 per liter

Puno campaigns for retiring Razon, for any position


RAZON



56 Filipinos fleeing Georgia reach Turkey

Atienza goes after polluters of Manila Bay

By TJ Burgonio

Spectacular sunsets

The Daily Gospel

Friday, August 15, 2008

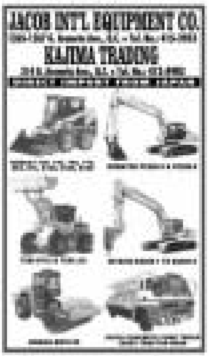








LOOKING FOR A SHELTER FOR LONG TERM CARE OF A MENTALLY-ILL LOVED ONE?
Tahanan Sangandaan
24/7 Professional health care
Floor area of 1,200 sqm
7 Bedrooms w/ 5 T&B
Rate starts at P 13,000/mo.
Call or Txt: (0917) 804-5240





LOOKING FOR A LUXURIOUS YET AFFORDABLE SHELTER FOR LONG TERM CARE OF A MENTALLY-ILL LOVED ONE?
TIMOG RESIDENCE
24/7 Professional Health Care
Located at Scout Area, Timog, Quezon City
Call or Txt: (0917) 804-5240
to check our amazingly low rates







Philippine Airlines

NOTICE OF ANNUAL STOCKHOLDERS' MEETING

Notice is hereby given that the Annual Stockholders' Meeting of Philippine Airlines, Inc. will be held on 28 August 2008 at 10:00 o' clock in the morning at the Kachina Room of the Century Park Hotel, at 599 P. Ocampo St., Malate, Manila

For your convenience in registering your attendance, please present some form of identification, such as passport, driver's license, or company ID.

Corporate Secretary

SEND YOUR RESUMÉS INSTANTLY
JOB Market ONLINE
VISIT US AT
www.jobmarketonline.com

Palace antigraft drive netted 126 officials in 7 years, says PAGC





Jose Blanco, Angono muralist …



BLANCO

Fishing for tuition

Folk realism

'Pinak Bunggo'

Most notable work





The Total Solution to PLUMBING REPAIRS

Water never tasted so good!



CORD - Where Improving Life is a Serious Business

Play While you wait It's Free!



Transcending First World Innovations

Inauguration of CORD's Strategic New Product Development Center, the first in the industry



Plumber's Putty gains straight A's at Ace Hardware



INQUIRER

OPINION

In exchange for what?

EDITORIAL

US humanity

FOREIGN COMMENT



Should we change the Charter to allow treason?

AS I SEE IT

Neal H. Cruz

Identity, federalism and the BJE

COMMENTARY

'Unseen hand' in GSIS vs Meralco case

ANALYSIS

Amando Doronila



Ride the wind

PINOY KASI

Michael L. Tan



'Ukay-ukay' bikes

Bike lanes

A joyful 'Truthfest'

AT LARGE

Rina Jimenez-David



Memories of war

LOOKING BACK

Ambeth R. Ocampo



SC's Neri, Jpepa rulings haunt

LETTERS

Appeals court's priorities mixed up

Second chance for Erap

On whose side is the Court of Appeals?



Students should be given fare cuts on all class days

Disputing FVR on RP flag



Across the NATION

RP pineapple capital bans endosulfan use

MALAYBALAY CITY—ABOUT SEVEN YEARS ago, the province of Bukidnon made a decision that was viewed as detrimental to its growing banana industry.

Appeal

Traces

WHAT WENT BEFORE

Mayon bid for '7 wonders' gets full Bicol support

Management Association of the Philippines

The Philippines' Leading Management Association

A STATEMENT OF GRAVE CONCERN ON THE PROPOSEDMOA WITH THE MILF

14 August 2008

As Filipino citizens, we in the **MANAGEMENT ASSOCIATION OF THE PHILIPPINES** affirm our full commitment to the peace process that would finally end more than three decades of armed conflict with our Bangsamoro brothers, grant full autonomy to them, and respect their rich and unique cultural tradition.

This just and hard-fought peace, however, must not come at the price of the equally hard-earned Philippine Constitution, sovereignty, and unity. The draft GRP-MILF Memorandum of Agreement on Ancestral Domain (MOA-AD) has sown confusion and raised tension in Mindanao and the rest of the nation, to the point that it is endangering the whole peace process itself.

This dismal situation is the direct consequence of totally insufficient consultation with the people and the lack of transparency in the deliberation of the provisions of the MOA-AD.

We appeal for sobriety among all Filipinos, especially those in Mindanao. More than at any time, we appeal to all stakeholders, particularly the GRP-MILF peace panel, to engage the entire nation in an open discussion of the contents of the MOA-AD.

We believe that any peace agreement should respect the sovereignty and the territorial integrity of the Philippines as clearly mandated in the Tripoli Agreement.

As such, we oppose any attempt to dismember our country by laying the foundation for the creation of an independent and sovereign Bangsamoro state, which will be given exclusive ownership of the areas delineated as their homeland.

We further strongly oppose provisions in the MOA-AD granting the MILF through the Bangsamoro Juridical Entity (BJE), exclusive ownership over the Bangsamoro homeland and removing this area from the public domain.

Furthermore, we express concern over any provision to grant the BJE full authority to enter into economic treaties, establish trade missions, and participate as a distinct entity in the ASEAN and the United Nations.

We are equally concerned by any powers that may be granted the BJE to revoke and cancel existing contracts entered into by the Philippine government with private companies, as this would send the wrong signal to private local and foreign investors.

We particularly oppose provisions in the MOA-AD that violate the Constitution and which we perceive as a disingenuous attempt to force a Charter Change with its suspicious consequence.

The previous peace agreement between the GRP and the MNLF - which passed legislative, judicial and constitutional muster - should not be disregarded. Adopting a different template for the GRP-MILF MOA-AD will only cause more confusion and disenchantment.

Let us stop all threats of violence and the issuance of irresponsible statements that only sow confusion and heighten tension, especially in affected areas in Mindanao.

Instead, let us collectively strive for peace within the framework of the Philippine Constitution. Let us respect the territorial integrity and sovereignty of the Filipino nation. As well, let us all support a genuine process for a sustainable and lasting peace.



DOMOGAN

Cordillera seeks lessons from talks in Mindanao



Crucial vote

Peace result

NEWSBRIEFS

■ CITY OF SAN FERNANDO

Disgruntled Panlilio allies back sacked quarry workers

■ BAGUIO CITY

Exile in Canada urges stop to military aid

■ DAVAO CITY

Victim of bus bombing dies after 4 surgeries

Kids among 6 hurt in Matanao explosion

■ TACLOBAN CITY

Eastern Visayas cops report fewer crimes

■ BACOLOD CITY

Negros execs eye big slice of P300M in aid

BOOK PACKAGED TOURS ONLINE NOW!

Pamasahelp!

Tumaas man ang pamasahe ng iba, mas bumaba pa rin ang fares ng Cebu Pacific!

ALL-IN fares are inclusive of fare + fuel and insurance surcharges + aviation security fee + 12% VAT.

DOMESTIC FARES

Seat Sale

Sale Period: Aug. 15 - 21, 2008

P699 ALL-IN Cebu to Tacloban NEW!
Travel Period: Sep. 2 - Dec. 17, 2008

P999 ALL-IN Cebu to General Santos
Travel Period: Aug. 15 - Dec. 17, 2008

Year-Round

Route	Fare
Cebu to Bacolod	P888 ALL-IN
Manila to Dumaguete, Legaspi, Naga or San Jose; Cebu to Butuan, Cagayan de Oro or Iloilo	P988 ALL-IN
Manila to Laoag, Roxas or Tuguegarao	P1,188 ALL-IN
Manila to Bacolod, Boracay (Caticlan), Cebu, Iloilo, Kalibo or Tacloban; Cebu to Boracay (Caticlan), Puerto Princesa or Zamboanga; Davao to Zamboanga	P1,288 ALL-IN
Manila to Puerto Princesa or Tagbilaran; Davao to Cebu or Iloilo	P1,448 ALL-IN
Manila to Butuan, Cagayan de Oro, Cotabato, Davao, Dipolog, General Santos or Zamboanga; Cebu to Clark	P1,988 ALL-IN

Call (02) 70-20-888 or visit the travel agent nearest you. CEBU PACIFIC AIR.COM

EL SHADDAI

DWXI PRAYER PARTNERS FOUNDATION INTERNATIONAL

24th Anniversary

Come and celebrate 24 years of Faith, Love, and Unity !



August 16 & 17, 2008
Saturday thru Sunday
Quirino Grandstand, Luneta



HAND TO MOUTH



NO COUNTRY FOR OLD MEN



PHOTO OP AFTER JOB WELL DONE

Soldier wanted life of peace after 5 years in battlefield

Too young

Mother hugged TV set

Breadwinner

ParaGames winner

Final homecoming

He prepared me for this, says Marine's wife of 4 months

Heroic achievement

Shrapnel wounds

Silent as wreaths



SOUVENIRS OF A SOLDIER

Last word

Longing for wife's company

Barely a month

AFP plea to media: Allow our soldiers to die with dignity

Bleeding for 4 hours

No weather radar

Need for modernization

Evacuated in one hour

Street fighting

Open to investigation

Faster polls but 'same old story'

From page A1

Voting minors

2010 automated polls

BEI 'assistance'

Voters' privacy

Comelec welcome



NO TO CHA-CHA Militant youths hold a rally at Plaza Salamanca in Manila against all moves to amend the Constitution saying that it is not the solution to the Mindanao problem. They warn of a bigger protest action in Mendiola today.

Opposition mounting vs Cha-cha

From page A1

Need for informed public

Federalism to solve war

Wrong timing

'Unbelievable' provisions

GMA informed Malaysia of federalism 3 months ago

From page A1

Time constraint

No other agenda



TRICK OR TREAT

Song got it: Don't worry, be happy; it's key to longer life

'Extremely subversive'

Quality-of-life index

Healthier lives

Art of living well



PCGG Chair Sabio summoned by SC panel

Justice says justice lying

'Denial king'

Nice lady

First time at stand

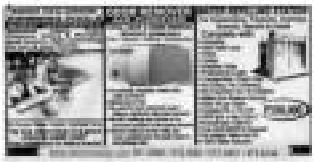
Unseemly haste

Baseless suspicion

Efficiency

Minutes, not transcript

Integrity








Baguio editor, 91, pleads not guilty to libel

BAGUIO CITY—A 91-YEAR-OLD NEWSPAPER editor pleaded innocent to libel charges on Thursday [illegible]

[illegible]

No Baguio prosecutor

[illegible]

NO WAR IN MINDANAO!

DON'T BE DECEIVED

"Moro-Moro lang yan ni satan-lucifer"

[illegible]

LET THE TRUTH PREVAIL!





[illegible]

Aplus METRO

Suspect in stude's slay nabbed

Text messages from victim's cell phone provided clue



NBI Director Nestor Mantaring presents to media Edgardo Catacutan, suspect in the killing of medical student Alexander Chua Sipi.

A TEXT MESSAGE SENT TO the wrong person led to the arrest of the suspect in the killing last year of a medical student in Quezon City.

1-hour fire hits 24-story condominium in Pasay City

Thick smoke

Damages

Did you know



Pasig City judge denies Boratong petition for bail

By Beverly T. Natividad

MetroBriefs

Car collides with Golez van; House leader safe

Jeannette I. Andrade

4 electric wire cable robbers fall in Navotas

Makati women donate to breast milk bank

By Julie M. Aurelio

Awareness

Manual pumps

Princess' denial in mauling case contradictory, say lawyers

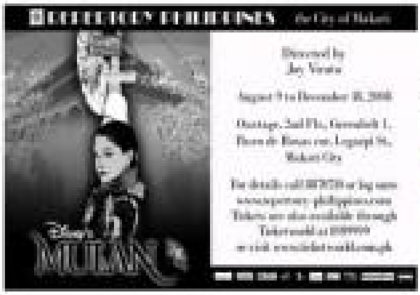
By Beverly T. Natividad

Metro police to get free legal assistance

By Nancy Carvajal



FRIEND OF MUNTINLUPA CITY









US Army deserter ordered deported from Canada

[illegible]

AP

In US, ethnic and racial minorities may be majority in next generation

[illegible]

AFP

WorldBriefs

Gitmo general slams bullying, 'spray and pray' approach

[illegible]

AFP

Qantas airplane suffers engine problem in flight

[illegible]

AP

Pakistan's Musharraf calls for reconciliation

[illegible]

Reuters



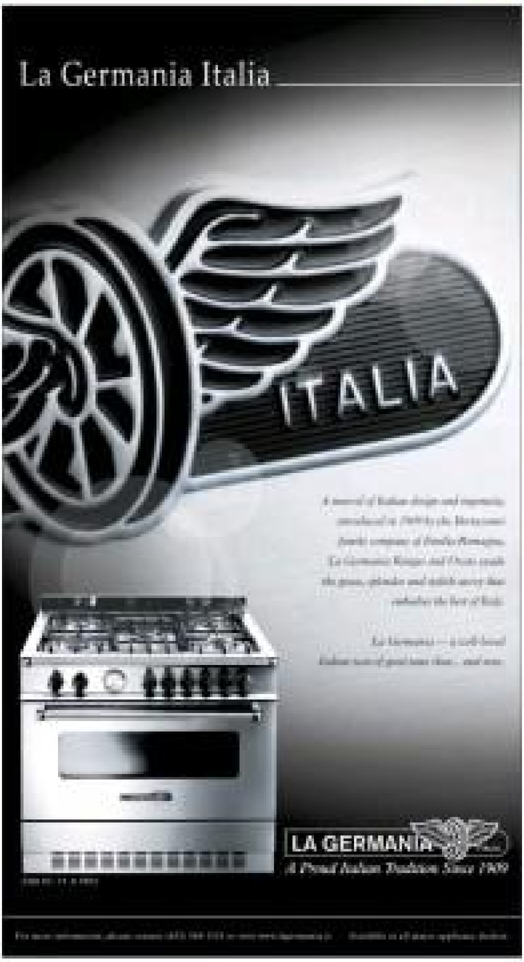
EMILIO S. LIM APPLIANCES

SINCE 1967

The Leader in Self-Financed and Personalized Installment Sales

ESLA GIVES AWAY APPLIANCES TO LUCKY WINNERS

ESLA celebrates its 41st anniversary with 2 new stores and a nationwide SALE in all its 45 stores



Superb financing options keep customers coming



Special FEATURE



ESLA STA. ROSA
Unit 2,3 F-4 Carreon Building, National Highway, Balibago, Sta. Rosa, Laguna



ESLA LOS BAÑOS
#3 Crossroads Arcade Building, Batong Malaki, Los Baños, Laguna

"We try not to go to malls because that means higher overhead costs and operating expenses, which translate to more mark-ups in our prices and therefore more burden for our customers," Jimmy explained.

According to Jimmy, who is now the CEO of the company, they also do not have sales agents like the other appliance stores. "We rely mainly on word-of-mouth. We want to do away with third parties as they only jack up the prices of our items."

While the C and D markets remain their primary target, even the more affluent who are budget conscious visit their stores more frequently now.

"Business is hard. Items are more expensive than before. There are less people coming in our stores now," Jimmy said. "But I believe that things are only going to get better."

What ESLA wants to tell their customers is that they stay with them through good times and bad, he said.

According to Jimmy, the colored 21-inch television set remains their bestseller, along with the 8-cubic feet refrigerator and washing machine.

But while customers had tightened their belts through the years, one thing remained the same, Jimmy observed. "All family members still come to the store to pick a TV set. Choosing a TV is very exciting for all of them."

Jimmy's takeover has allowed ESLA to reach places even outside the region. According to him, he plans to take ESLA further north by opening branches in Olongapo, Cabanatuan, Nueva Ecija, and Tarlac very soon.

Though much has changed throughout the years, ESLA's principle of putting the customers' needs in the forefront of their business has remained steadfast. That same care and respect for customers, Jimmy said, is what will carry them through the next 41 years and more.

Annual Anniversary Sale
from Aug 15-30 on all our 45 stores
Anniversary Sale na May Tawad Pa

ESLA EMILIO S. LIM APPLIANCES
The Leader in Self-Financed and Personalized Installment Sales

41st Anniversary Raffle Promo

APPLIANCE SHOWCASE IN EVERY STORE

This August we will be celebrating our 41st Anniversary in the appliance industry. To celebrate this event, we will be raffling off 6 room air conditioners, 45 refrigerators, 45 colored TVs, 30 washing machines, 14 DVD players, 14 electric fans, 14 two-burner gas stoves and 45 air coolers.

MECHANICS:

1. Promo period is August 01, 2008 to October 15, 2008.
2. For every P1,000.00 single or accumulated purchases (within the promo period) of ESLA products either in cash or installment, customer is entitled to one (1) raffle coupon.
3. Customer shall fill up raffle coupon with his / her complete name, address, contact number and affix signature and drop only at the raffle box/drum of store where purchase was made.
4. Prizes at stake per branch are (see attached list).
5. A participant can win only once. If a name wins more than once, he gets the bigger prize.
6. Deadline of submission of entries is on October 15, 2008 closing of stores.
7. Winners will be notified by registered mail.
8. Raffle draw will be on Friday, October 17, 2008 at 10:00 a.m. per branch. (see attached list)
9. Redemption period shall be within 60 days from notification.
10. Prizes can be claimed at the store where purchase was made.
11. To claim prize, winners must present a valid ID (driver's license, SSS ID, company ID etc.) and claim stub.
12. Prizes are transferable but NOT CONVERTIBLE TO CASH.
13. All prizes are TAX FREE.
14. Employees of ESLA and its subsidiaries including its agencies (advertising, security, manpower etc.) suppliers including their relatives up to second degree of consanguinity or affinity are disqualified from joining this raffle promo.

THE NEGOSYO REF
BUILT FOR BUSINESS TOUGH FOR MY FAMILY



FREE 2-YEAR WARRANTY*
DURABODY
BIGGEST FREEZER AND CHILLER
HIGH EEF

* Available in 2007 only.
5-year warranty on the compressor.

Customize your lifestyle. Maximize your space. Minimize your worries.
With the All-New Condura Refrigerators.

ESLA EMILIO S. LIM APPLIANCES
Congratulations to Emilio S. Lim Appliances for 41 years of world-class merchandising!
From CDI, the maker of world-class refrigerators.

CONDURA

Think GAIA
For Life and the Earth

SANYO



It's about time
the family got a lot bigger.

When the going gets tough, get a bigger back-up.
Introducing 2-door direct cool refrigerators by SANYO



2-DOOR
DIRECT COOL



The WORLD

Russians begin pulling back from flashpoint Georgia city

TBILISI, GEORGIA—Russian forces started withdrawing on Thursday from the flashpoint Georgian city of Gori, officials said, adding a new twist to the campaign for a permanent peace between the neighbors.



A RUSSIAN armored vehicle passes by smoke from burning houses in the village of [illegible], populated by ethnic Georgians, in South Ossetia, Georgia, on Aug. 13.

3 female Western aid workers killed in Afghan gun attack

KABUL—AN INTERNATIONAL AID GROUP which has worked in Afghanistan for 25 years said it was suspending relief work after three of its female aid workers and their Afghan driver were shot dead.

Arkansas Democratic Party chief shot dead

NEW YORK—BILL GWATNEY, the chair of the Arkansas Democratic Party, was fatally shot in his office in Little Rock on Wednesday morning, police officials said.



GWATNEY in undated photo.





WHAT'S INSIDE

- Asian tankers, gymnast steal spotlight from Phelps A34



Beijing 2008 SPORTS



Coakley rips RP swim mark

[illegible]



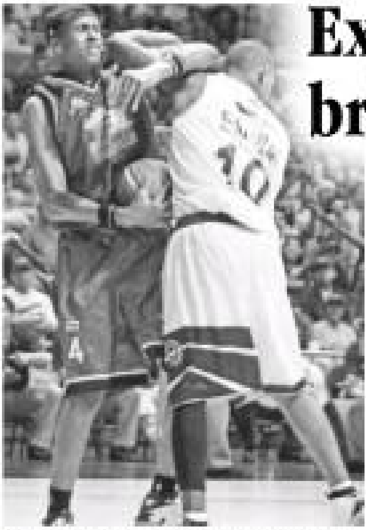




Eagles repeat over Tigers; Tamaraws prevail



So suffers 1st defeat, falls to 8th



Express, Kings break 2-2 tie

Coakley . . .

Chinese-Taipei rips Mainland

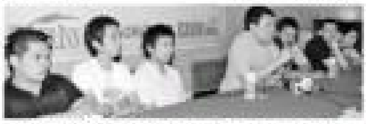
Illam, Manila in contention

Pacquiao-De La Hoya fight off



PACQUIAO

Nat'l Supercross up



Chua tops Pasay 10-Ball

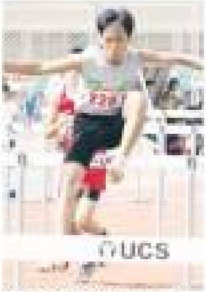
6 RP girls gain last 8

Hot Bombers seek revenge vs Knights



By Marc Anthony Reyes

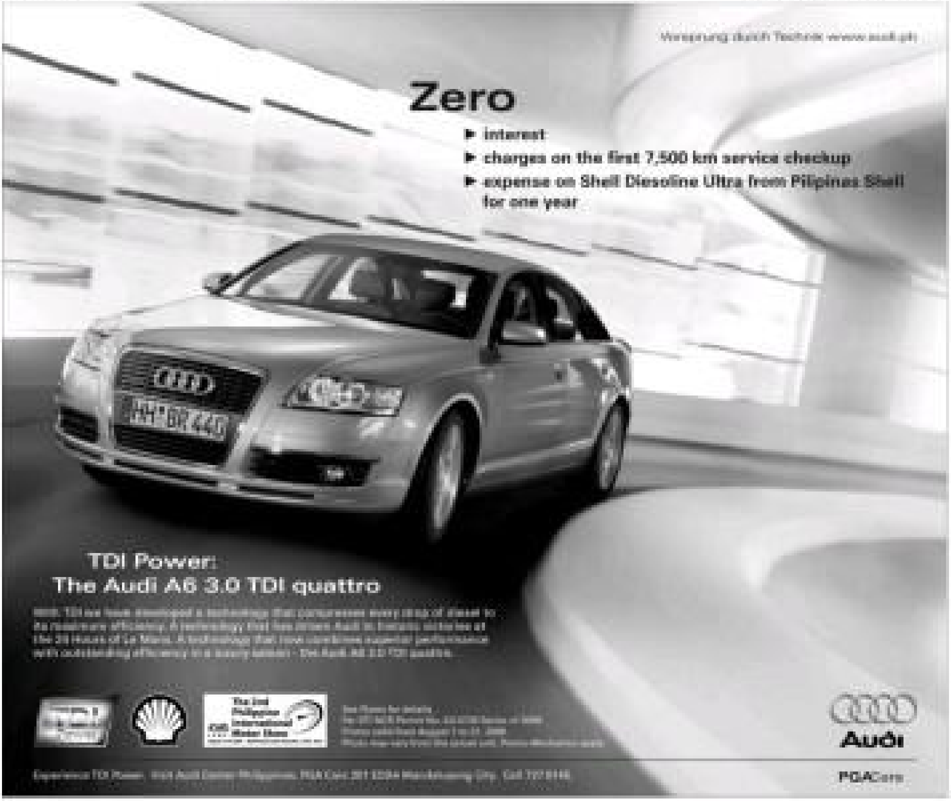
Ababa, Bayron grab Putra slots



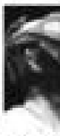
SPORTSWATCH

Fearless Intensity 8 up

Pasay cockfest today



Tañamor's good, but unheralded Plange better



TAÑAMOR

Wrong fight, Onyok says of Harry's debacle

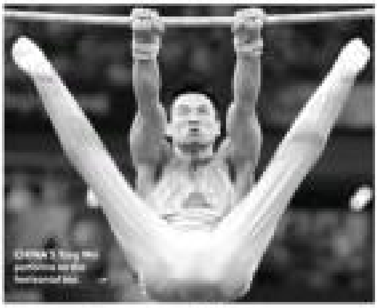


ONYOK Velasco

Asian tankers, gymnast steal spotlight from Phelps



US star in 200 IM final; Aussies reset relay mark





PSC not giving up on boxing

Crack sprinters get going as athletics starts





TUVSHINBAYAR Naidan

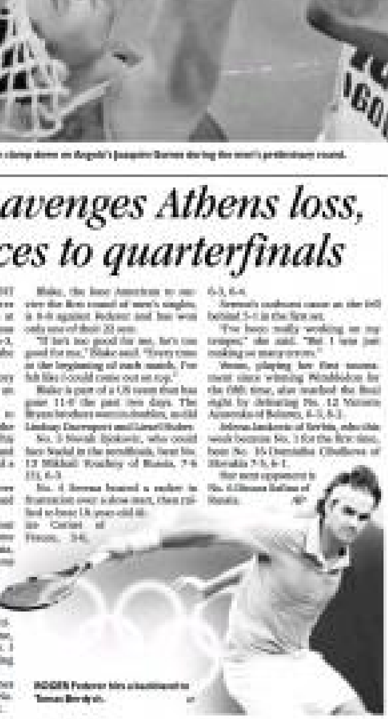
Mongolia wins first ever gold

Yao's army finally notches win

Spain beats Germany, defends ad photo



Federer avenges Athens loss, advances to quarterfinals



Badminton ace keeps Malaysia's dream alive

Beach volley: US ladies still perfect





Heavy rains suspend softball, rowing



Beijing 2008 SPORTS

Perez faces top divers; 2 swimmers compete

By Ted S. Melendres

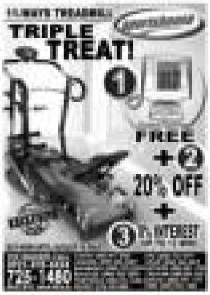
BEIJING—THE CHINESE CAPITAL'S SMALLER OF TWO SHOWcase venues becomes the sole battleground for Filipino athletes on Friday when diver Shiela Mae Perez and tankers Christel Simms and Ryan Arabejo compete with the world's finest at the Beijing Olympics here.



SHIELA Mae Perez



RP boxing's darkest night





tenPOWERportables

BUSINESS

Excellence in Connection

Peso tumbles to 4-week low of 44.975 to $1

January-July net 'hot money' outflow reaches $397M

FOREIGN CURRENCIES

PESO-DOLLAR RATE

P 44.975 = $ 1

As of August 14, 2008

By Doris C. Dumlao

THE PESO YESTERDAY TUMBLED CLOSE TO THE CRUcial 45 mark against the dollar as the double whammy of a rebounding greenback and global oil prices revived risk aversion among offshore investors.

About $397.1 million in net foreign money was pulled out of the Philippines from January to July this year as foreign investors dumped local stocks, bonds and bank products on fears over rising consumer prices, a turnaround from the $3.6 billion in net inflows of "hot money" seen in the same period last year.

Leading the slump among Asian currencies, the peso closed at a four-week low of 44.975 to a dollar at the Philippine Dealing System yesterday, shedding P0.25 from Wednesday's close of 44.73.

PESO B2

Expect more savings starting today!

PAY YOURSELF FIRST.

AUTOMATE YOUR SAVINGS.

KEEP A MONEY JOURNAL.

INVEST IN AN INSURANCE POLICY.

GET YOUR MONEY'S WORTH.

SIGN-UP FOR BPI DIRECT SAVE-UP.

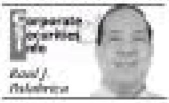
157 Years



ABS-CBN net profit up 2% in H1

By Elizabeth Sanchez-Lucas

Filing dates for 2008 AFS



Submission date

Number coding

Review



Philippine Stock Exchange

As of August 14, 2008

Currencies

August 14, 2008

Alliance Global H1 net up 26%

Megaworld contributed bulk of 6-mo profit

By Elizabeth Sanchez-Lucero

Jollibee profit drops

Philex ships out P831M worth of gold, copper

SMIC income hits P6.5B

Stocks close 0.2% higher

Peso tumbles ...

PRULINK — PRU LIFE U.K.

KARL EDWARD INTERNATIONAL

Where all roads to the one "perfect" shopping spot !!!

AUG. 16-17, 2008

AUG. 30-31, 2008

shop @the fort

Saturday & Sunday 10:00am to 7:00pm

NBC TENT

BONIFACIO GLOBAL CITY TAGUIG, METRO MANILA

PSBank Prime Time Deposit

6.50%*

Guaranteed

Interest paid monthly

• Minimum of P50,000

• 5-year placement, tax-free



MORE COMMUTERS MEAN MORE BUSINESS.

And more passengers mean more profit!

URVAN

SHIFT_the future

NISSAN

People, Events & Products

Fun and tasty treats from Jack 'n Jill biscuits





NTC VISITS SUN CELLULAR

BSP grants trust license to Malayan Bank

Discover color at Rockwell's Urban Bazaar

THE ETON RESIDENCES GREENBELT



DOCTOR DRINKS PEAK

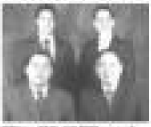


Philippine Mice Forum slated



BIR AWARDS RDO NO. 41 MANDALUYONG CITY

1ST JOINT REPLACEMENT SURGERY GROUP IN RP



Hyundai-Kia Automotive Group joins ranks of Global Top 5 Automakers

ProductFiles

The best of Italy meets the best of Seattle





JRRMMC LAUNCHES PACS SYSTEM WORKSTATION

RP gets ₱280.8B in investments

Foreign inflow up 28% in first half, according to DTI

Investments in halal sector sought

PNB profit in H1 jumps 31%

GMA Network H1 income flat

No deal in WTO

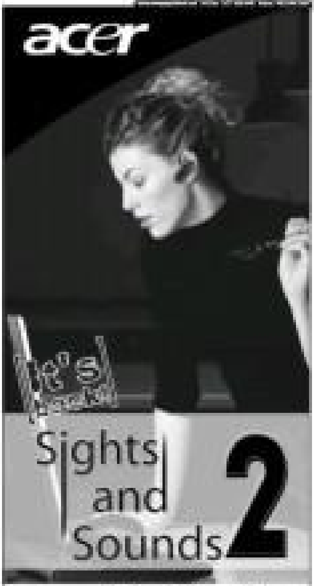
COMMENTARY

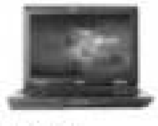
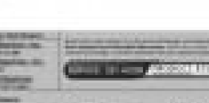
TF-WAR

WTO report on agriculture

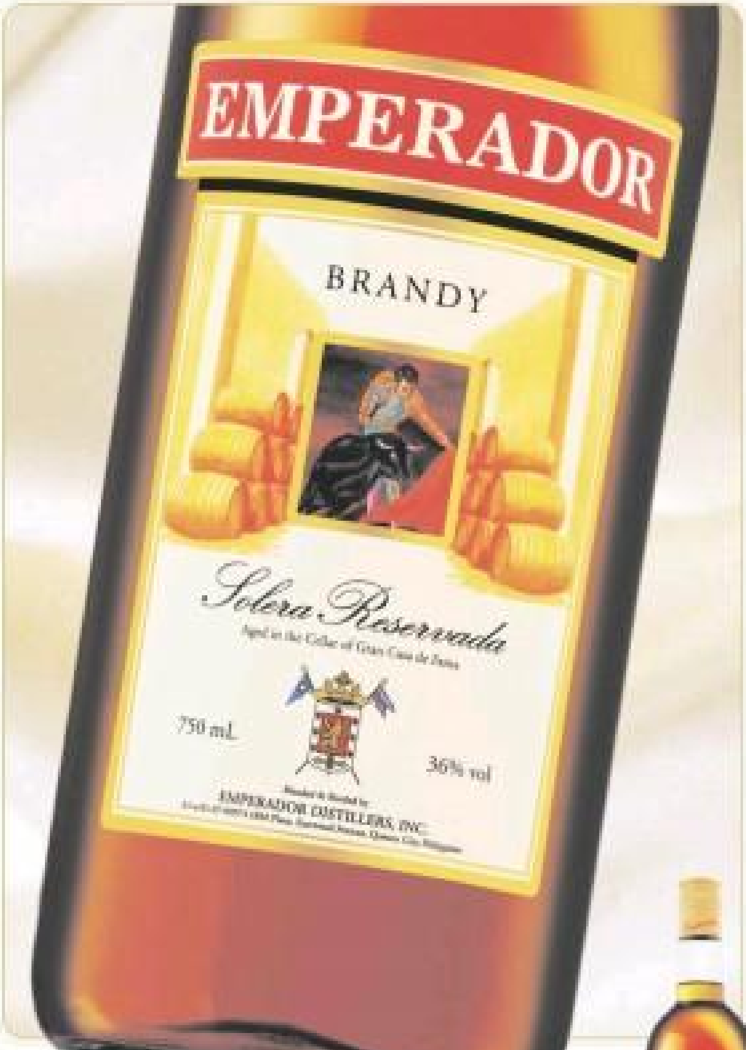
Recommendation

FREE TRADE AGREEMENTS



THE NEW GLOBAL MARK OF SUCCESS FROM THE WORLD'S NO. 1 SELLING BRANDY



Now, the King of Brandy comes in a new golden label for the whole world to enjoy. A golden look that pays tribute to your exceptional taste. And your many accomplishments. Toast your success with the world's No. 1 selling brandy. Emperador Brandy.



The World's No. 1 Selling Brandy

EMPERADOR DISTILLERS, INC.

ALLIANCE GLOBAL

BUSINESS Friday
Business Features Editor Margie Quimpo-Espino

Teens show the way to make money

By Jerry E. Esplanada



THE TEEN entrepreneurs were the toast of the just-concluded Third Youth Entrepreneurship and Cooperativism in Schools (YECS) conference, held at the Teachers' Camp in Baguio City.

BAGUIO CITY—PLAIN BOREDOM DROVE PUBLIC HIGH SCHOOL students Flomel Paris, Emerson Valondo and Jennifer Sombillo to think of "doing something different, something new."

Sometime in 2006, the then sophomore students of Carlos F. Gonzales High School in San Rafael, Bulacan, observed the huge number of used plastic cups thrown by those having snacks in the school canteen.

"That's when we thought of collecting them and other scrap items available in the premises. With words of encouragement from one of our teachers (Petronila dela Torre, who's also managing the school canteen), we decided to engage in the scrap buy-and-sell trade. Ma'am Dela Torre was also kind enough to lend us P1,000 for our initial capital," Paris recalls.

"Initially, we became the butt of jokes at school when we started collecting scrap materials which we sold to a junk shop. We were tagged basurero and basurera by our schoolmates," says the 15-year-old Paris. "But we just ignored them. Later on, we were able to put up our own junk shop, which we called J-FLEM, a combination of our initials."

Good news

But there's more good news, Valondo tells the Inquirer.

"We've become self-supporting students and we were able to prove to ourselves that with self-confidence and the determination to succeed, we can do it," adds Sombillo.

Micah Pascual of the [illegible] National High School in San Jose City, Nueva Ecija, and Saner Redilla of the Sindangan National Agricultural High School in Zamboanga del Norte have success stories of their own.

As early as grade school, Pascual learned the basics of preparing local delicacies like polvoron, yema, pastillas and pies. But her interest and skills were "finally developed last year in my culinary arts class."

Today, the [illegible] farmer's daughter is benefiting from the fruits of her labor. "Sales from my very own Micah's Delicacies now provide for my personal needs and pay for some of my school expenses. Malaking tulong talaga," she confides.

For two years now, Redilla has been engaged in the production of [illegible], or coconut seedlings, in her Western Mindanao hometown.

Along with 18 classmates and the full support of school principal Armando Almagro, she put up two years ago a coco nursery on a portion of the school compound.

From only 2,000 seedlings in 2006, the nursery's stock has grown to some 8,000 seedlings.

"We buy the seedlings for P18 each (from the Philippine Coconut Authority) and sell them for P30, which is lower than the prevailing market price. Business has been good," says Redilla, who comes from a family of coconut farmers.

Paris, Valondo, Sombillo, Pascual and Redilla were the toast of the just-concluded Third Youth Entrepreneurship and Cooperativism in Schools (YECS) conference, held at Teachers Camp, a Department of Education facility here in the country's summer capital.

DepEd named them the country's most outstanding student entrepreneurs.

On the other hand, three technology and livelihood education teachers were named best entrepreneur educators of the year—Dela Torre of the Carlos F. Gonzales High School; Rebecca Domingo of the Cagayan National High School in Tuguegarao City, Cagayan; and Veronica Panganiban of the Muñoz National High School in Muñoz, Nueva Ecija.

Taking charge

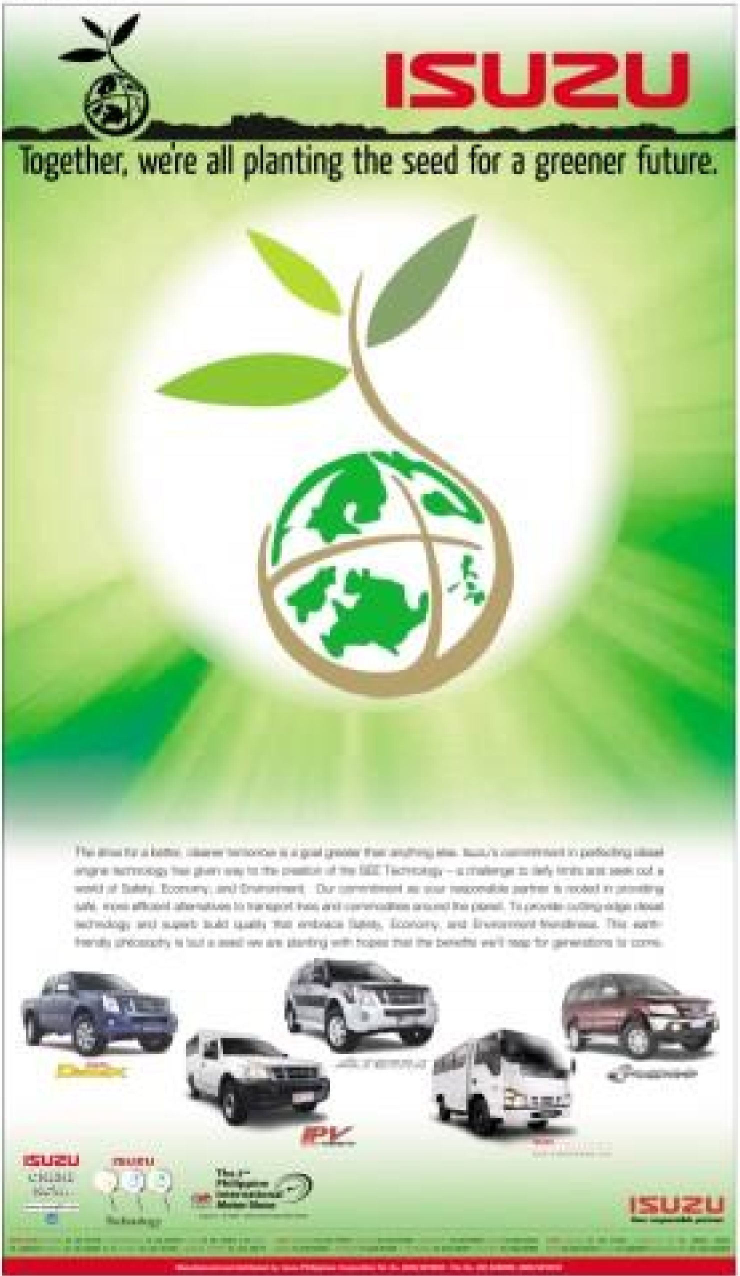
More than 1,400 high school students, teachers, principals and other public school officials attended the event, a joint project of the Department of Education's Center for Students and Co-Curricular Affairs (CSCA), Philippine Center for Entrepreneurship, the trade department's Philippine Trade Training Center and the nongovernment [illegible] Foundation.

With its theme "Young Entrepreneurs Taking Charge," the conference-workshop aimed to "prepare the students to take charge of their future by taking an active and responsible role in entrepreneurial endeavor."

It also intended to "inspire high school students and out-of-school youth to consider entrepreneurship as a career and initiate them into entrepreneurial challenges," says CSCA executive director Jerry [illegible].

For Joan Concepcion, DepEd's youth spokesperson, "being a teenager is when

TEENS B2-3



People, Events & Products

SM Supermalls awarded for Corporate Excellence in Service of PWDS







ALL ONBOARD THE NEW CITI CARD

Kia Congressional Avenue launched



PHILIPPINE DIGESTIVE HEALTH WEEK 2008



CONVERGYS TOPS OFF SAN LAZARO SITE



BPI chooses Y&R to energize its advertising

Mordeno conducts Speechpower's Lecture Series

Teens show the way to make money

Business for starters

1. Set goals.

2. Be motivated.

3. Think big.

4. Take calculated risks.

5. Innovate.

6. Maximize opportunities.

7. Be strategic.

8. Manage effectively.

9. Work hard.

10. Be persistent.

11. Be competitive.

12. Seek help.

13. Don't forget to enjoy.





BUSINESS *Friday*

The price is right?



Is pricing a social responsibility of marketers?

One big price increase works for this reader

Competing with low-priced competition

> 'If you lower your premium brand's price, you damage your brand equity in the eyes of your premium consumers and you lose your hold on them'

Reducing prices may backfire

Segmentation error



BUSINESS Friday



Fighting high inflation with franchising

SME campaign

Tried and tested



FEATURES IN BRIEF

Serving the 24/7 market

Advocating good nutrition

Visa special shopping offers

Equicom opens new branches

Financial wellness pushed



A MODEL living room with JBL speakers at Sound Gallery

To hear is to believe

By Tina Arceo-Dumlao

MARKETING STRATEGY



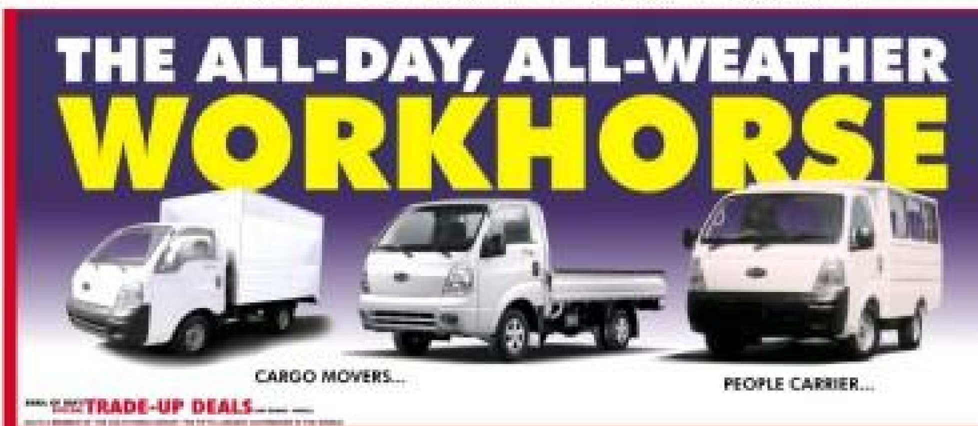


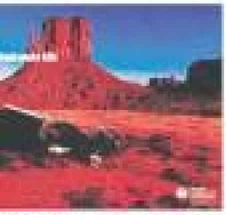
Fighting inflation with franchising



Say be... a...

By Roger Pe





Grand Prix-winning ad—an anti-smoking campaign

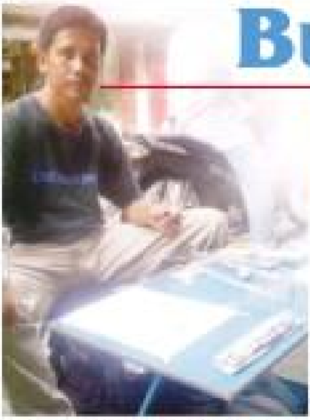
llo to Bollywood advertising

AD BUZZ





BUSINESS *Friday*



Artist sells pantographs on country sidewalks

SAN PEDRO, LAGUNA—Passersby would stop, look and, perhaps, listen the moment he unfolds his portable desk and lays down his stuff.

Improvised





Man on the street

Hardworking wanderer



Food companies tout value after raising prices

CHICAGO—US FOOD COMPANIES,

LIFESTYLE Fashion&Beauty

Editor Thelma Sioson San Juan



YOU are your jeans!

YOU mag collects highly individual design statements on denim styles and looks



Name: Sarah Hines
Age: [illegible]
The making: "I wanted something different, and I've never seen something like this. Usually embellishments are in front, so I attached them on the back. You can easily wear this with a flirty blouse or a sport top."
Tip: "Think outside the box, something you haven't seen before."



Name: Kat Butterlin
Age: 18
The making: "I was inspired by the Japanese culture and tattoos, and so I combined the two with the prints I painted. I painted Japanese tattoo designs on the jeans, too."
Tip: "Be yourself. Create something you like because if you like it, that's the best."





Name: Jjewellyn Yang
Age: 24
The making: "I wanted to make something that's really wearable. If I were to just denim, it would be too dull, and that's why I added the chiffon. It also gave the piece a bit of volume and flow."
Tip: "Keep it simple."

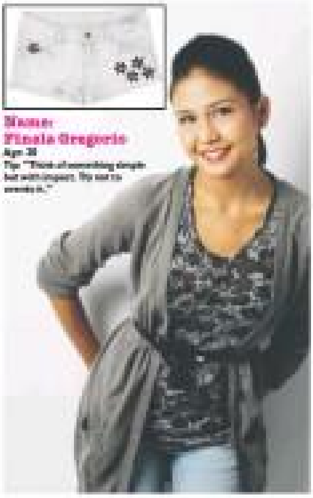


Name: Dirkie Dabbay
Age: 24
The making: "I wanted to show how easy it is to work with denim, and the basics of denim. I wanted it to appear like everyone can rework the or her jeans. I used acrylic paint and an old toothbrush to distress the jeans."
Tip: "First of all, it's easy! It's a no-brainer! Never be afraid to experiment. But it's also always good to stick to the basics and remember the denim's versatility."





Name: Fimala Gregorio
Age: 20
Tip: "Think of something simple but with impact. Try not to overdo it."



YOU are your jeans!

YOU MAGAZINE, THE NEWEST MONTHLY glossy for teens published by Hinge Inquirer, asked talented individuals to do their own jeans as a statement of individuality.

Here is part of the very stylish, interesting bunch. The rest will be out in the September YOU issue.

Text: Roma Capili
Photography: Miguel Miranda
Makeup: Makeup Artistry students of La Salle College International
Hair: Michelle Cabrera, Fae Fonacier, Marlon Bernardo





Name: Zandria Reyes
The making: "I like clean and simple designs. I used a white pair of pants because it's clean and feminine. The brown flowers contrast with the white denim of the shorts."
Tip: "Always think about your personal style and age when reworking your clothes."





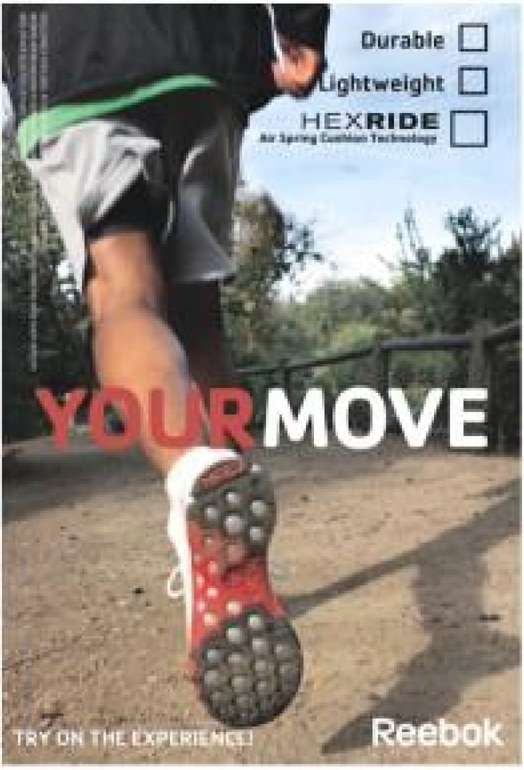
Name: Athena Colico-Tandoc
The making: "I've been wanting to watch Miss Saigon for the longest time and I just recently was able to see it. I was inspired by that production and so I blended American and Vietnamese elements in the piece. The denim is representative of American culture while the embellishments and the chain are Vietnamese and Chinese."
Tip: "You can deconstruct, paint, or embellish denim because everything hinges on your creativity."

What's your cut?

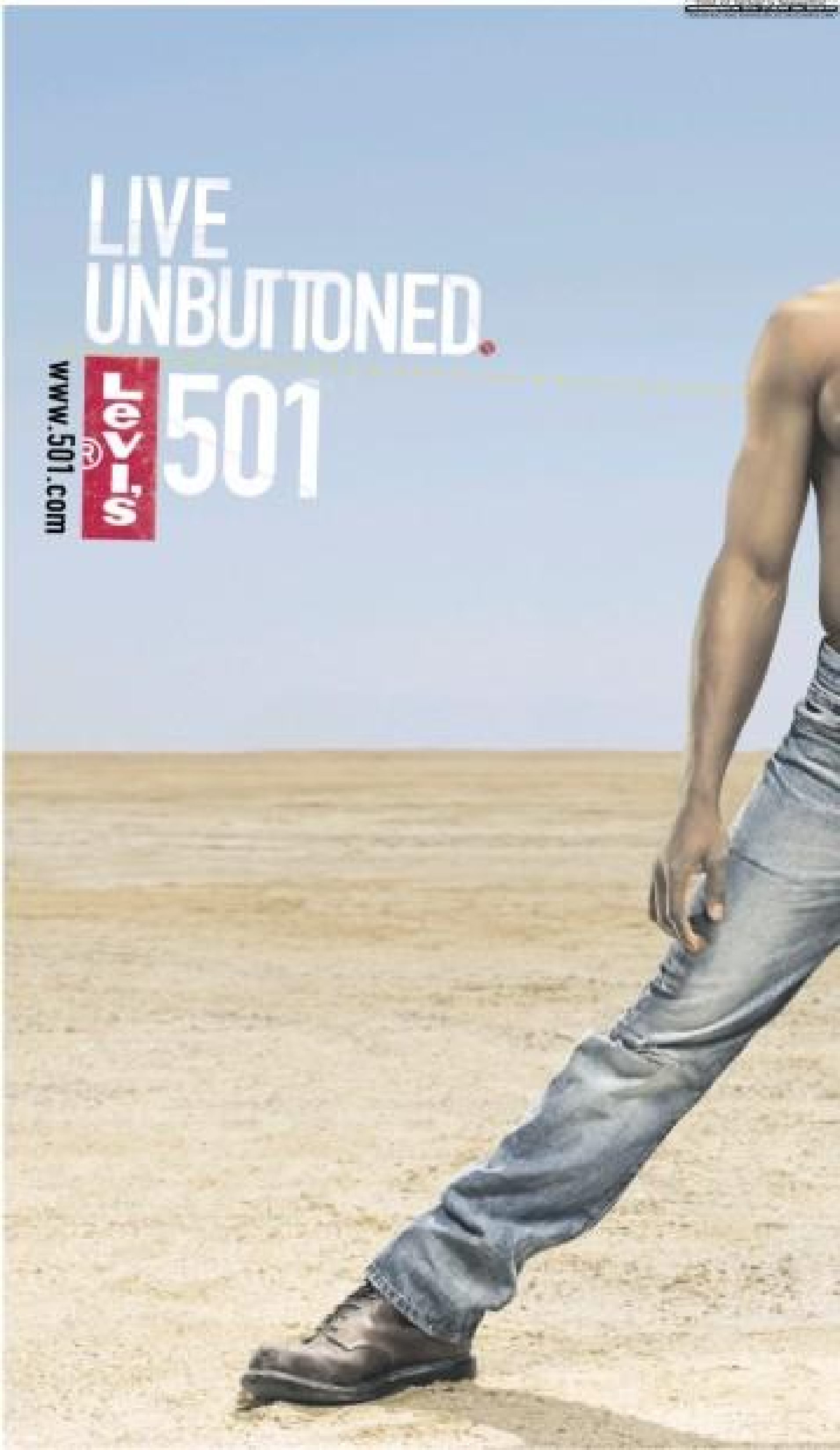
Straight and skinny or wide and loose, jeans are a matter of body and proportion



[illegible]






LIVE UNBUTTONED.
Levi's
501
www.501.com

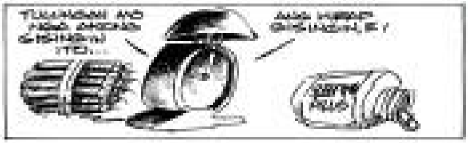


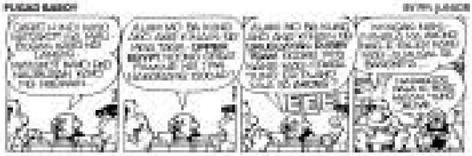
GARFIELD — BY JIM DAVIS



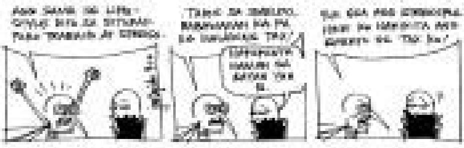
A. LIPIN — BY JESS ABRERA

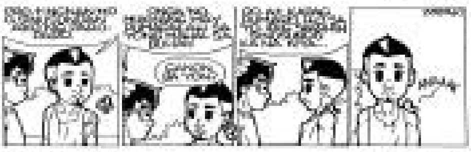




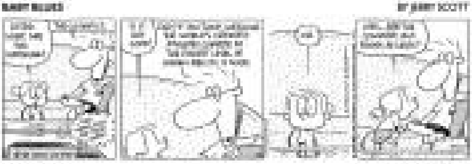




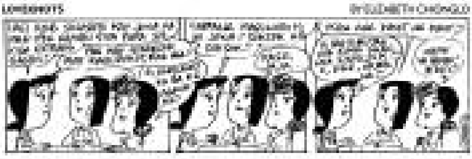


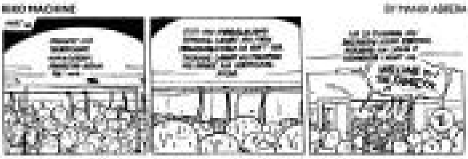


BABY BLUES — BY JERRY SCOTT

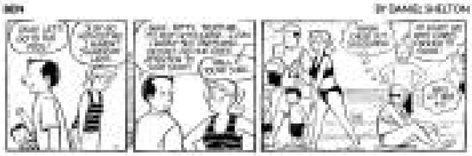




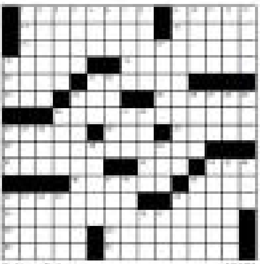




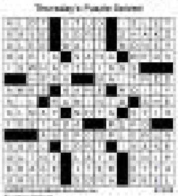
BEN — BY DANIEL SHELTON



DAILY CROSSWORD



Thursday's Puzzle Solved



HOROSCOPE

BY FRANCES DRAKE

CONCEPTIS SU DOKU

Conceptis Sudoku By Dave Green

5		7	3				6	
					9			4
6			4					
3		9					4	
				7				
	5					8		9
					7			8
4			2					
	2				1	7		5

Difficulty Level ★★★★

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9.
Tips and programs at www.sudoku.com

Answer to previous puzzle

2	5	8	6	3	1	9	4	7
3	1	7	8	4	9	6	2	5
9	4	6	2	5	7	1	8	3
6	3	2	9	8	4	5	7	1
4	7	9	5	1	2	3	6	8
5	8	1	7	6	3	4	9	2
7	9	4	1	2	5	8	3	6
1	6	3	4	7	8	2	5	9
8	2	5	3	9	6	7	1	4


KATIE Holmes


RACHEL Bilson



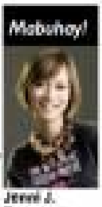

SARAH Jessica Parker

Denim nip/tuck




REESE Witherspoon

The look is definitely funky yet feminine



Jewel J. Epperson

Sorry, boys, but you can never outwit, outlast or "outfit" a fashionista! Fashion is all about survival. Women are always two steps ahead of you.

Just when men's fashion is moving toward shorter pants, women's fashion is going the nip/tuck way. [illegible]

Style tip: [illegible]

[illegible]

What's your cut?



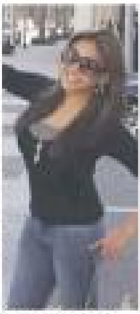

KATE Torralba [illegible]

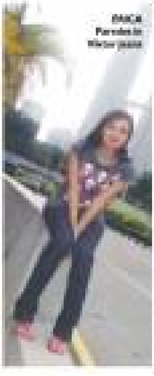
From page [illegible]

[illegible]




[illegible]


GRETCHEN [illegible]


PAICA [illegible]



88 years of gratitude

China Banking Corporation is 88 years old today. The country's first privately-owned commercial bank has been around for a long time, touching people's lives, making a difference to business and the economy, securing its place in the Philippine banking industry. In these fleeting times of consolidations, mergers, and acquisitions, China Bank's strong foundation, solid financials, and progressive management keep it firmly grounded to withstand challenges and adaptable to keep up with the changing times. For close to nine decades, China Bank has grown, expanded, progressed, and evolved to a stable and respected institution shaped by the hard work and dedication of the people behind it and fortified by the trust and support of its customers. Today, like everyday in China Bank's 88-year history, a great sense of gratitude fuels its resolve to keep moving forward.

Grateful for the changes

A lot has happened in the last 88 years and China Bank is thankful that it is able to stay ahead in a rapidly changing world. The Bank's rich history not only speaks volumes on how it has been connecting individuals and businesses with life's opportunities since 1920, or how it sailed through the most challenging times in Philippine history. It also tells of its continuing efforts to be the best bank for its customers thru forward-looking strategies such as being the first bank in Southeast Asia to process deposit accounts online and pioneering phone banking in the Philippines, among other things.

The introduction of new technology as one of China Bank's highest priorities in the drive to improve competitiveness, goes hand in hand with its strategy to enhance customer service by becoming a one-stop shop for its customers. China Bank, with its partnership with Manulife Philippines and the expansion of its product range to include private banking, remittance, and cash management, has become a financial supermarket. The Bank offers life insurance products, mutual fund products, consumer and business loans, bonds, investment instruments – in short, a wide array of financial solutions to answer the diverse needs of today's customers. Just recently, China Bank launched its maiden issue of long-term negotiable certificate of deposit (LTNCD) amounting to P1 billion. The customer response was so overwhelming that it was oversubscribed within two days from the start of the offer period.

The Bank continues to improve existing products, develop new ones, and upgrade to new technologies, in anticipation of future banking trends and customer demands.

Grateful for the continued growth

China Bank is proud and much obliged that its excellent financial results achieved year after year have enabled it to adopt a policy of strengthening its capital base, and at the same time, distributing satisfactory dividends to stockholders. This policy has enabled the Bank to realize one of the highest capital adequacy ratios in the industry, as well as one of the highest return on assets and return on equity. Now, China Bank is one of the local banks with the biggest market capitalization. An added confirmation to China Bank's strength and stability is Fitch Ratings' recent affirmation of the Bank's "AA-" long-term National Rating. With China Bank's good capitalization and profitability, Fitch also maintained the Bank's Outlook rating at "Stable."

China Bank's growth over the years is also evidenced by its expanding branch and ATM networks, increasing workforce, and the growing number of customers and partners. The Bank has 208 branches and more than 300 ATMs, to date. The Bank accelerated its expansion in 2007 with the acquisition of Manila Bank, with 35 branch licenses. The Bank now has over 4,000 dedicated employees who each share China Bank's values, and over a million customers who inspire the Bank to continue growing in the years to come.

Grateful for a bright future

China Bank expects that its successful operations will be sustained well into the future, and is pleased and grateful that there is every indication that this expectation will materialize. Expansion in the retail banking arena will be prominent on its agenda in the months to come, with China Bank Savings, China Bank's first savings bank venture, taking center stage in serving the mass market. The opening of more branches, deployment of more ATMs, and improvement of electronic "touchpoints" through which customers can do banking transactions – Internet, phone, and mobile banking – will greatly expand the Bank's footprint across the country and beyond. A stronger focus on fostering relationship banking, acquiring fresh funds and loans, and creating high yielding quality assets, will further secure China Bank's position among the top banks in the country.

Peter S. Dee, China Bank's president and chief executive officer, said that the Bank is enjoying tremendous success all these years because it never grew complacent. *"We at China Bank go by our slogan – 'your success is our business' – this unwavering commitment to our customers drives us to constantly strive to attain the highest standards of work and the most up-to-date methods of operations. We are very grateful to each and every one of our customers because they reward our hard work with their loyalty and support. Thank you!"*

CHINABANK

www.chinabank.ph

Since 1920



Building relationships, broadening horizons.

Celebrating 88 Years Of Successful Banking Partnerships.

When China Bank first started operations in 1920, it was founded on a simple premise: to put people first. The goal was not to be the biggest bank, but to be the best bank possible for our clients. For 88 years, this unwavering commitment to people has created lasting relationships that span generations and made us one of the strongest and most stable financial institutions in the country today.

China Bank continues its commitment to service with the opening of a record 50 new branches nationwide this year, as well as the launch of China Bank Savings, our new affiliate savings bank, to offer a superior level of banking experience to a wider client base.

China Bank owes its success to people like you – our customers, employees, stockholders, and partners – and for your patronage and trust we are forever grateful.

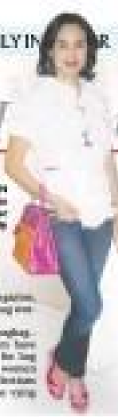


BancNet

Your success is our business

LIFESTYLE ...n&Beauty

The new breed of bag ladies





THEY WALK AMONG us. They are almost omnipresent. We are not talking about paranormal beings, a la "The Sixth Sense."

Gretchen Barretto

Ruffa Mae Quinto







SINEQUANONE red kimono sleeve belted jacket. Zara blue pencil-cut skirt.

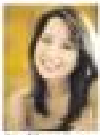


ZARA beige twill coat, Espada black ribbon knit top, Promod black slim-cut jeans and black wide patent belt.

WORKING CLASS

Star TV's brightest

AS THE SAYING goes... be careful with what you wish for. In Liza's case, she wished upon a star... and she got her wish!



Rina Sibayan Go, Contributor

Liza Tomacruz-Latinazo never thought the day would come that she would hold such a high-power position in a TV network.

After graduating from a marketing and management course at the Assumption College, she opted to work at IBM, although she was not, she claims, a very techie person.

It was in her 11 years at IBM that she honed her skills in developing valuable relationships with clients.

Given her excellent people skills, her ability to be organized and meticulous, a change of jobs, and industry, first at AT&T and later at SkyCable, came easy.

After these stints, she was snapped up by ABS-CBN Interactive, for sales.

One of her accounts then was the prestigious Star TV which, she told herself, she hoped to be able to work with one day. Two years later, she got a call—an offer to head Star TV Philippines! Apparently, she made a good impression on them.



SINEQUANONE black cropped coat jacket, Promod black spaghetti-strap knit top and beige side-tab flared pants



Network executive Liza Tomacruz-Latinazo dresses business-like but exudes warmth and sensitivity, especially toward cultures reached by global TV

Although she was candid to admit that she didn't have any business background for a GM position, Star TV wasn't dissuaded. They convinced her to take on the job.

That is Liza—humble, unassuming and honest.

Typical day

Her typical day starts at 9 a.m. with various client meetings on the families Star World, Star Movies, National Geographic Channel, and other English, Chinese and Hindi channels.

Liza's job covers Hong Kong, Singapore, the Philippines, the Pacific Islands, Australia, New Zealand and, at one point, even Thailand and Vietnam.

STAR D2

Filipiniana updated in fashion show



SPARKLING Filipinas 2007 second runner-up Abigail Cruz in a red-and-gold serpentine Abel Bara terno with silk organza ruffles.

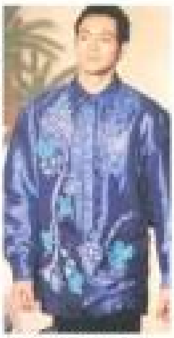
DESIGNER EDDIE BADIDO CELEbrated his 22nd year in the fashion business by mounting "Hiraya at Kulay: A Philippine Spectacle," which featured a 13-piece modern Filipiniana collection, at Sofitel Philippine Plaza Manila.

The show was directed by Raymond Villanueva.

The formal sit-down dinner was packed with some 400 Fil-Filipino guests from the United States and Canada.



MISS Philippines Fire 2007 Zarah Pilones in a pastel organza gown with balero cape.



ROYAL BLUE silk organza barong with appliques.

Leading the audience were Foreign Secretary Alberto Romulo and Tourism Undersecretary Oscar Palabyab.

The fashion show was part of the annual "Ambassadors, Consuls General and Tourism Directors Tour of the Philippines."

The annual homecoming tour is under the Department of Tourism, Department of Foreign Affairs, and Department of Trade and Industry.

Star TV's brightest

From page D1

This entails a lot of conference calls and e-mails with the Hong Kong head office and overseas clients. Because her job also entails business meetings and entertaining clients over lunch, she makes sure that she sticks to her three-times-a-week Pilates sessions to keep fit, trim and healthy.

Traveling at least once a month and visiting various regions in Asia, she is aware of the differences in culture and makes sure that she not only appreciates them, but is also sensitive to them. That is how she practices and perfects her "global negotiating skills."

Apart from adapting to different cultures and building relationships of trust, she also keeps tabs on the numbers, making sure that budgets and quotas are in place.

Professional look

Though working in the media doesn't call for a dress code, Lisa still prefers a professional look. She knows that pants do not fit her well, so she prefers skirts and shifts to show off her long legs.

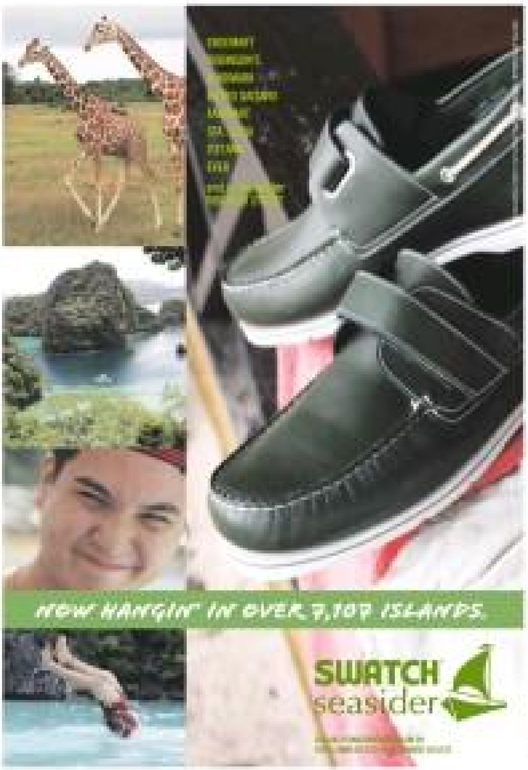
The traditional look she carries matches a flair for unusual details, especially in her suits, with the jacket keeping the look together.

Lisa's true, lucky star is Ronnie, her husband, whom she met while at SM. They are in the same industry and, therefore, he understands the demands of her work. And even if her travels keep her away from her family, Ronnie and their 14-year-old daughter, Cara, know that they are truly her priorities.

At some point, Lisa was offered a job in the Hong Kong head office. Attractive as the offer was, it was a no-brainer on her part.

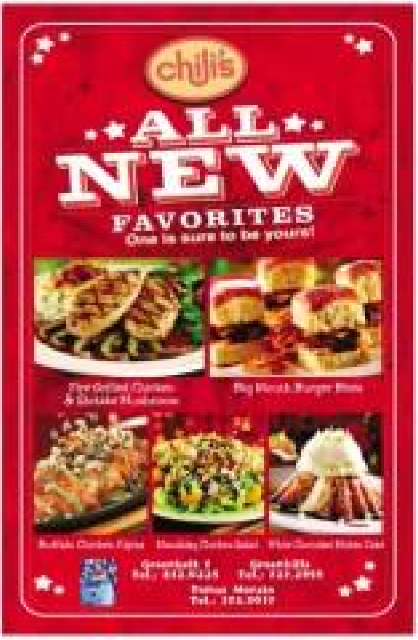
This pretty, charming wife and mother stayed right where she belonged, here at home with her family.

Where she is, in her professional and personal life, successful, happy, fulfilled... and not a desperate housewife at all.





The new breed of bag ladies



From page D1

Background: Bela loves Dr, and her daily bag of choice from makeup kit to wardrobe bag is the monogrammed line.

Bags spotted in her closet: Louis Vuitton, a few Chanel and YSL, now loving a yellow Rosaria bag.

April Pascual

Age: 38

Occupation: Jet-setting brokerage firm owner, Chikko 'business development consultant

Background: She is the younger sister of PJ Pascual, an accessories editor of Oprah Magazine in New York. She fell in love with bags when she was young, using mostly Ralph Lauren. Now, April has a collection of different brands.

Bags spotted in her closet: Chanels of various shapes and sizes, a few Marni, lots of Prada and LV, a Nancy Gonzales and Coloriche clutches, four Michael Kors, five Ferragamos, two Kate Spades and a Valentino. Her last purchase as she promised herself, a white Valentino bag.

Tara Tambunting

Age: 18

Occupation: Aspiring host-actress, party fixture, night owl

Background: Scion of pawnshop chain clan, Tara began collecting bags at a young age. She even had a Chanel signed by her classmates for posterity during their high school graduation.

Bags spotted in her closet: Goyards, Chanel, LVs, Gucci, Balenciaga, YSL, Marni.

Looking at these "bag ladies," we can't help but notice that most of them have an ongoing love affair with bags. While they have the "bag brand of the moment," they yearn for their "dream bag." Meanwhile, we mere mortals can just dream on.



GRETCHEN carrying a Jimmy Choo



RUFA Mae Quinto's big Louis Vuitton



APRIL Pascual carries bag to match with her Michael Kors



APRIL Pascual's Valentino bag



Jumpstarting a wave of fashion and music

YOU ARE A CHILD OF THE '80s. You danced to Madonna, Cyndi Lauper and George Michael. You wore tights, oversized shirts and leg warmers a la "Flashdance."

You coughed on the clouds of Aquanet you sprayed on your teased "molassie" bangs, and as a nervous or absent-minded habit, regularly patted your inch-thick shoulder pads to make sure they stayed in place. You probably even watched "Bagets"—and all the sequels.

Good news for '80s babies: The good old days are back—and style-wise, they're looking better than ever.

In a worldwide resurgence on runways and on the streets, '80s fashion has been stripped of the ridiculous lycra tops, shoulder pads and those (weird bangs) and brought to new heights of chic.

Closer to home, Penshoppe and Mys have hit on the fact that '80s fashion is inextricably linked to its music.

Penshoppe and Mys recently rolled out a wave of fashion and music with a collection of New Wave-inspired casual clothing. The Penshoppe-Mys line takes one of the biggest movements in '80s music and fuses it with the fashion of the decade.

Relics like Trendies organs, boom boxes and cassette tapes are elevated to cult status as bold graphics on hoodies and tees. Those truly in the know will recognize glimpses of '80s fashion and music icons—perhaps a mouth from Madonna and an eye from David Bowie—on several pieces.

The look 's' roll again of '80s "hair" bands (Poison, Kiss and Skid Row, anyone?) and the rebellious edge of Brit punk are splashed across tops for guys and girls, all in loud colors that harken to the days of the Eurythmics and Boy George.



DAWN: Penshoppe-Mys graphic shirt and skinny jeans



MELISSA: Green Mys graphic tee and skinny jeans

LIFESTYLE Fashion&Beauty



Want to know the latest tips on fashion, beauty and more? Text GIRL To 2366



CAGED bird takes flight.



Maurice Arcache espied one guest who texted all throughout Dita Von Teese's peep show. Guess who? Turn to page E2.

Teese teases in Belo ball

By Alex Y. Vergara

WHAT DO VENUS and modern-day burlesque queen Dita Von Teese have in common? Both are goddesses of love, beauty and, dare we say, audacity in their respective realms.

And it took someone as bold as Dr. Vicki Belo, medical director of Belo Medical Group (BMG), to bring them together last Friday in a lavish Venetian ball—complete with stilt walkers, gondoliers, jugglers, opera singers, a masked town crier, a harpist and the world-famous striptease artist. Belo threw the ball at Rizal Ballroom of Makati Shangri-La to mark 18 years in the beauty business.

Venice, the scenic Italian port city famous for canals and gondolas, was named after Venus.

She also used the occasion to launch the Bel and Nena Belo Foundation, a nonprofit organization named after her parents. Among its advocacies are providing education to needy children, surgical assistance and rehabilitation for burn victims and people with handicaps, and environmental protection.

"My parents instilled in me early on the value of charitable work," Belo said. "I'm putting up this Foundation to honor them as I try to help others."

The spellbound crowd saw what a 22-inch waistline looked like—and more

Stylized ensembles

Dressed in a figure-hugging and frilly black [illegible] gown she got at [illegible] New York, Belo welcomed guests who came in their individual versions of Venetian finery: from masks to period costumes or ball gowns reminiscent of various eras.

Wearing masks was optional (although perhaps a must for some), but in case guests felt like wearing one, BMG staffers had hundreds of colorful options to choose from.

At reception, each guest took home a medieval-style hand-held mirror and small box of Belo Essential products. New York-based production designer [illegible] designed the lavish stage and set, while [illegible] Cynthia Alvarez spruced up the tables.

Before the night was over,

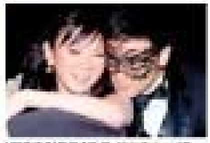
PAGE E3



VICKI Belo, the evening's hostess

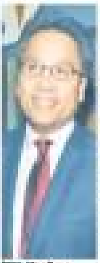








Senator would rather text than watch hot striptease

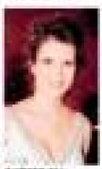


WITHOUT BATTING AN EYELASH

Maurice Arcache



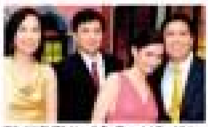
Masque



Burlesque queen

Awesome







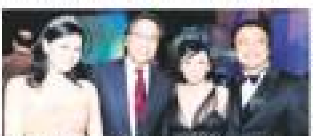


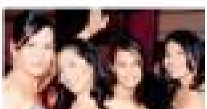
























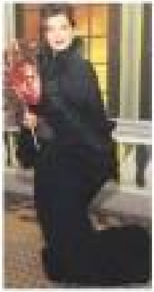
Teese teases in Belo ball



AMPARITO Lhuillier, in a Jun Escario, and Michel Lhuillier



DIVINE Lee, in a Roberto Cavalli, and Adrian Cristobal

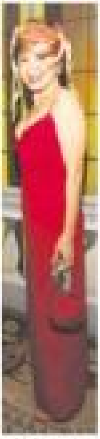


VICKIE Sarza



JOHNNY Velasquez and Marije Mitzuo





JOSEPHINE del Gallego in a Pepito Albert and, at left, Margie Moran-Floirendo in a Jun Escario

From page E1

GMA 7 vice president Wilma Galvante, society columnist Jit Isles, fashion designer Kate Torralba and several other intrepid dancers went home with loot in costume awards.

Inquirer Lifestyle's Tessa Prieto Valdes, a natural during such events, was in a category all her own... ball of fame.

Halfway into the party, Belo changed into a slinky orange Roberto Cavalli. She shared the table with children Quark and Cristalle Henares and former husband Atom Henares. Her current beau, Dr. Hayden Kho, dashing in a black-and-white tuxedo, kept a safe distance as well as low mask on all night.

The high-octane guests from show biz and society were obviously eager to be seen, as well as to see "Queen of Burlesque" Dita Von Teese strut her stuff. They weren't disappointed.

Famous routines

Belo flew in the American fan vixen from Paris, with the tools of her trade such as a giant

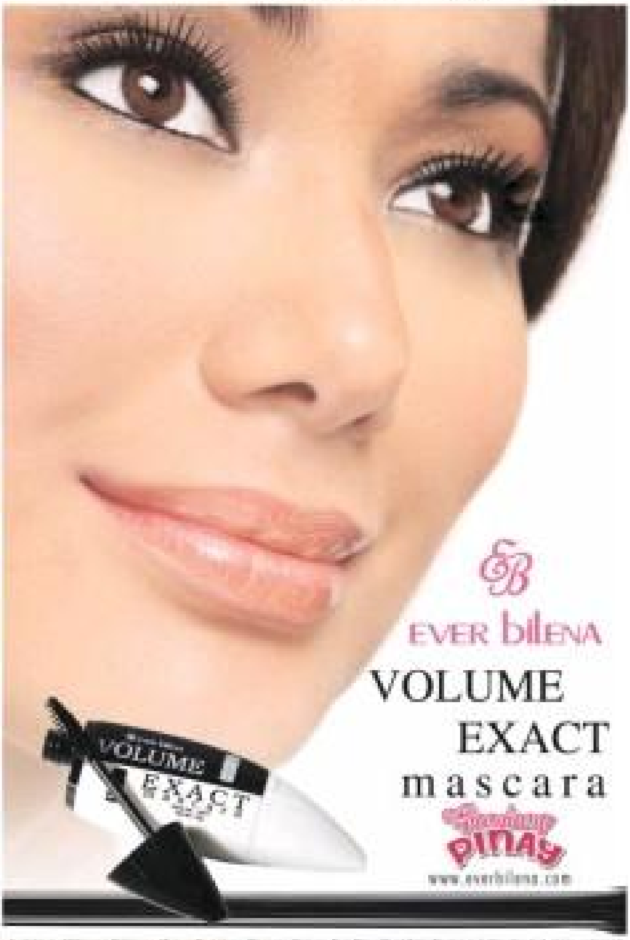
TEESE/E3



SANDRA and Mons Romulo, in a Rajo Laurel



JOANNE Zapanta-Andrada, in a Jon Garcia, and Noel Andrada



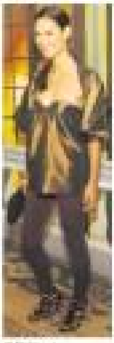



MITCH Dulce in a Vivienne Westwood corset

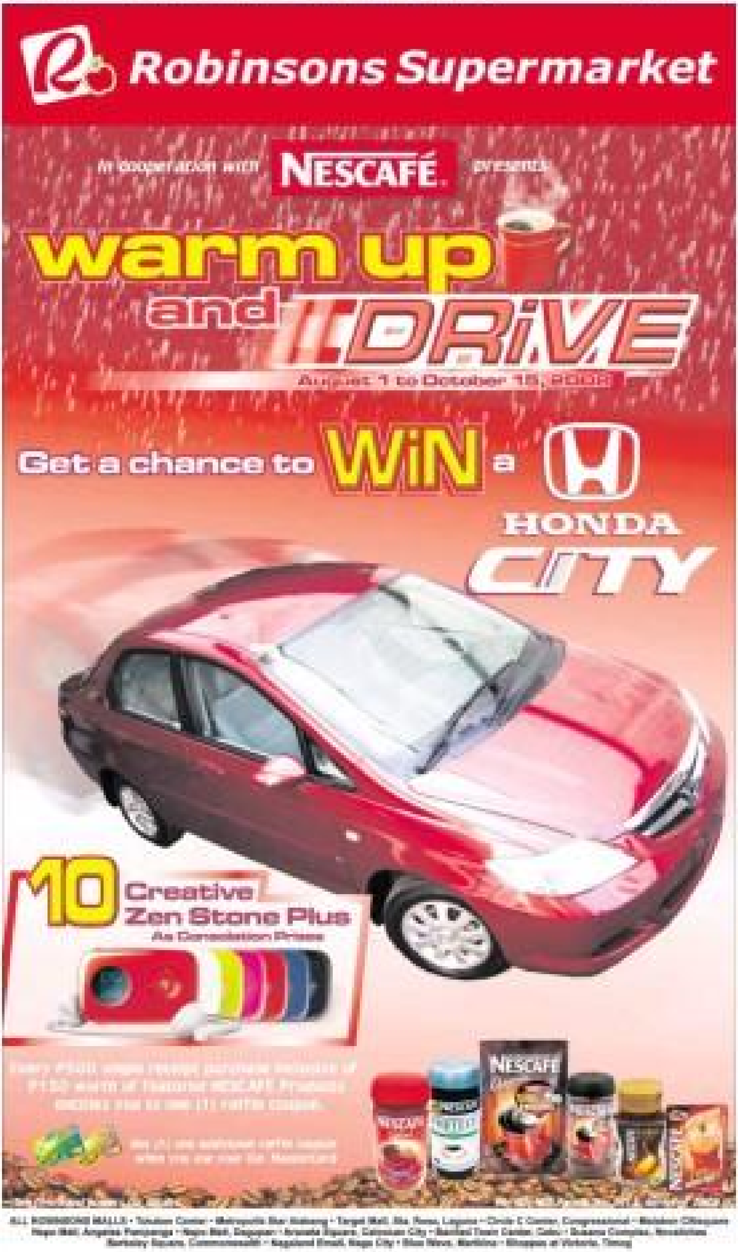

BECKY Singson and Mike Toledo


LIZA




JOEY Mead


DOCTORS



Teese teases in Belo ball

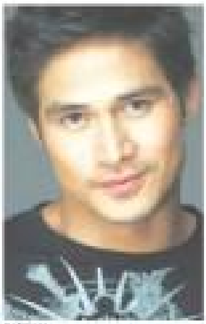
[illegible]


HARLAN

LIFESTYLE Fashion&Beauty



Looks like Piolo, smells like Piolo, too



PASCUAL

The actor-singer is the country's biggest matinée idol. Proof? He now has his own fashion line and fragrance

By Tessa Prieto-Valdes

PIOLO PASCUAL AND BENCH. CAN IT get any better?

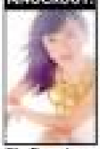
You heard that right. Philippine entertainment's demigod, Piolo Pascual, and global retail brand, Bench, have worked together to release Piolo's scent, Pure Passion, simultaneously with his own clothing line, It Just Gets Better.

One of Philippine entertainment's royals, Piolo Pascual is the epitome of the ideal bachelor, effortlessly exuding appeal and masculinity.

Joys of home service

It may seem high-maintenance but it's low-budget extravagance

KNOCKOUT!



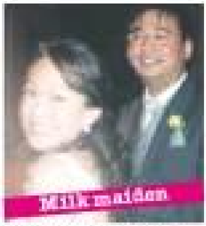
Ria Francisco-Prieto

AFTER GIVING birth, working, and trying to be the best wife I could be, I was very drained. I knew something was going to give. So I took a leave from work.

Thanks to older, more experienced moms, who told me that I was going through post-pregnancy



Joys of home service



TRISHA Chua (left): "Instead of buying expensive moisturizers, I swipe on evaporated milk mixed with cold water on my face, then wash it off after a couple of minutes. It leaves my skin supple."

From page F1

Pinas, which was "normal," I learned how to relax.

I spent my time taking care of the baby and listening to my body. If I was tired I would sleep without allowing guilt to creep in.

And slowly I started enjoying again the simple pleasures I used to enjoy. I call it my high-maintenance but low-budget extravaganza.

My foremost regimen was what I called Aston Massage. A therapist would come over to do it. To my dismay, the price has jumped from P250 to P300 an hour. I blame the increase on gasoline prices.

I also call over to the house a girl to do my nails, facial and waxing.

More than ever, I have come to love home service.

Why? It's so much cheaper than salon rates. Not that I don't love salons. But I prefer to be practical.

And the less I leave the house, the more time I have for my family. Oh and the more savings I make (I don't have to load always my car with gasoline).

I'm sure we all have our high-maintenance, low-budget trick. Here are some guiltfree pleasures from Manila's beautiful but practical people:



KRISTINE Moreno (above, left): "Instead of getting a bodyscrub in parlors or buying an expensive exfoliating scrub for hands and feet, I keep a jar of rock salt mixed with extra virgin olive oil. I use that to scrub my legs and feet every week (with the help of our helper, who knows how to massage) to eliminate dead skin."



GISELLE Reyes (left): "To take care of my hair, I just buy a pot of Kishi's deep conditioner, which I use when I feel my hair is getting brittle, rather than having to pay more for a salon hot oil. Also, it makes my bath more enjoyable and relaxing."
Daisy Valenzon (right): "I've opted to tie my hair for formal occasions instead of having to always spend on getting my hair blow-dry. It saves me a lot of time and money, and I think it looks sleeker and more appropriate for formal events, anyway."



JOANNE Tengco (left): "Petroleum jelly is something I have on my bedside table. I use it as lotion before I sleep, when my skin is extra dry. Also, I love spreading it on my feet then wear socks before I sleep to keep them soft and smooth. I hardly need to go for a foot scrub."
Ina Vergel De Dios (right): "Instead of buying expensive ointments for de-puffing under eye, I use cucumber slices from the refrigerator. It does work wonders."



TINA Amable Cruz: "I've learned how to not depend on going to the salon for makeup. I actually enjoy applying makeup and have fun trying out new looks."



ANNA Tanon (left): "Having my hair done at home is something I enjoy, and saves me a lot of unnecessary time on the road."
Monette Manzano (right): "I do foot scrubs and pedicures in the comfort of my home. They don't cost as much as having to go to a salon and save up on time for getting ready, which is great for my husband."



The Best Cover Up

Khristine B. Gabriel

[illegible]



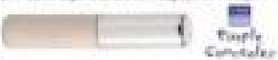
1. Don't ever pinch, squeeze or pick at a pimple. [illegible]

2. Every 10 minutes, apply an ice pack to the pimple and hold it there for about 2 minutes. [illegible]

3. [illegible]

4. Cleanse your skin 2-3 times a day [illegible]

[illegible]



Look good even when you commute

NEW YORK—WHAT'S COMMON between Manhattan and Manila is that one is constantly hopping over puddles, dashing for train doors before they close or being at the mercy of taxi drivers zigzagging across the metropolis.

With all the urban chaos, more often than not, the last thing you need is a face full of makeup.

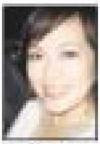
But looking good and not feeling harassed while maneuvering through the city isn't impossible. With a few commuter-friendly beauty strategies, arriving as if you'd just alighted from a swank limousine is just a matter of technique and the right on-the-go arsenals.

Dust with facial tissues and blotting sheets. In the past, I've noticed how certain beauty editors I've worked with [illegible] powder them. Their secret? [illegible]

Apply eyeliner and mascara at the last minute. As in when you arrive at your destination—in the ladies room of course and never in public. This way, if you need to dab and blot as mentioned above, you don't run the risk of ruining your eye makeup or battling runny mascara and other concealed woes.

Refresh with a face mist. Makeup artists are known for using huge canisters of Evian Brumisateur Facial Spray. I remain a big fan of the 14 drops [illegible] Lavender Essential Oil, one part alcohol and four parts water homemade concoction to an atomizer, which also works as a hand sanitizer. Whichever you choose, the point is to find ways to stay refreshed in transit.

Be a pedestrian-savvy pedestrian. Teetering in heels and strappy sandals is said to be stressful, no matter how allegedly "comfortable" these are at the store. The key to enjoying beautiful footwear is to pamper your legs and feet for wearing them the whole day. This means wearing sneakers (with socks, so your pads stay soft) or flats [illegible] and then switching to your heels upon reaching your destination.



Mariel Chua,
Beauty in the Big Apple



Mariel Chua is the former beauty editor of Cosmopolitan, Seventeen, and OK! Magazine. She is now based in New York City. Visit MyMorningMuse.com.

How to do a chic chignon

The modern bun is easy enough to do yourself

NO LONGER LIMITED TO THE PROM OR considered frumpy and boring, the chignon is a trend to watch this forthcoming season.

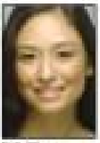
Seen on the fall runways of Louis Vuitton, Valentino, Givenchy and Balenciaga, the classic bun took on variable looks that varied from clean and polished to rough and easy to elegant and sophisticated.

Play around with a side or middle part, or add fringes around the face and the chignon can be casual enough to be worn with your T-shirt and jeans or formal enough for your ball gown.

Upstyle hair is easy to wear, effortlessly chic and simple enough to do yourself. Kishi [illegible] gives a step-by-step guide on how to do the classic chignon.

Step one: If you have just washed your hair, towel-dry and apply a quarter-size blob of product depending on your hair type. "For fine to normal hair, a thickening lotion or volumizer like Kishi's Super Thick Volumizer will make styling your hair easier," Misa says. "For thick and frizzy hair, use a glossing lotion serum like Kishi's Silk Crème Serum to smoothen hair and protect it from frizz-causing humidity." Then proceed to blow-dry hair until it is completely dry so the product locks into the hair. If your hair is already dry, simply apply the product.

Step two: Gather hair into a low ponytail. For fringes and layers, you can pin back the small hairs, wear a headband or let a few wisps fall on your face for an effortlessly sexy look. Then, firmly grip the base of the ponytail with one hand while the other twists the tail until it feels tight and solid.



Kelly Misa,
Studio of Kishi



Step three: While still holding the base, turn the twisted ponytail up and around the base in clockwise motion. Continue coiling the rest of the ponytail into a bun and hide the end of the hair under the chignon.

Step four: Secure the chignon with bobby pins by strategically placing them inside the bun, just where the ends of the hair were coiled so that they are hidden. Thicker hair may call for more bobby pins or using prong-shaped pins can give a better hold. Set with hair spray. Misa used Kishi's Climate-Proof Shine-Enhancing Non-Aerosol Spray.

[illegible]

Looks like Piolo, smells like Piolo, too

From page F1

Piolo's passion is evident in his many endeavours. He is currently filming and co-producing a "double-feature" independent film called "Manila: Day and Night," a tribute to Ishmael Bernal's "Manila by Night" and Lino Brocka's "Jaguar."

As for his perfume, the actor said the scent is "attractive" because of its smell and its price. (Price per bottle is indeed irresistible at P[illegible].)

Not stopping on making everyone smell like him, Piolo has also tried to make all the men look like him (how women could only wish!) with his own It Just Gets Better line under Bench.

I recently had the pleasure to sit down with this chick-off hunk to talk about his newest foray. And if I may add, I tried hard not to look too mesmerized by his heavenly eyes.

What is your ultimate passion in life?

As you may notice, I am very passionate about everything I do from acting to producing films. I'd want to do as much as I can while I'm young but I never compromise on quality.

What exactly is Pure Passion colognes all about?

It's the scent of passion. It's the scent of wanting and going for your dreams. I would say it's me placed in a perfume bottle.

Who came up with the name Pure Passion? Why was that particular name chosen for the newest cologne?

We were brainstorming for a name and it just came up. I thought it was perfect for how we envisioned the cologne, me, and the people who use it.



TESSA Prieto Valdes with the do-it-all hunk

Who is the primary target market of Pure Passion cologne?

We are targeting people who want to smell good. Which is pretty much everyone, and with such an attractive price, who wouldn't want to pick this up?

As the face of the Pure Passion cologne, how do you think are you connected with the merchandise and why are you the perfect endorser?

This is my scent. I picked it out specifically so I could share it with people who share the same passion and appreciation for getting more out of life.

How does Pure Passion cologne differ from any other cologne?

Pure Passion cologne has that perfect balance between musk and fruit scents. Pure Passion is the perfect scent for me.

Who is the primary market of It Just Gets Better clothing line?

Primarily, those who like me, seek comfort from the clothes that they wear without compromising style.

How does this newest clothing line from Bench differ (in design and quality) from other lines of clothing?

Well, I designed the clothes. I had my hand on the line's cut, colors, prints, and pretty much everything.

How does wearing a garment from It Just Gets Better clothing line bring about an unforgettable, sensual experience to its user?

It's stylish so it gives you that confidence boost when you know you look good. And with comfort uncompromised, you can do everything.

Why do you, personally, wear clothes from It Just Gets Better clothing line? How does it make you feel?

All clothes on It Just Gets Better suit my approval. It's inspired by my own clothes, and by how I dress up everyday.

Why the name It Just Gets Better?

It is inspired by how I see that life always gets better. It's my outlook in life, It Just Gets Better.

Clearly, Piolo Pascual has reached another milestone beyond the boundaries of the entertainment world. He has proven himself worthy of all his accomplishments on television, in film and in music. And now, he has made another conquest through his newest personal cologne and clothing line, both of which are certainly successful as his name.

Uncover Piolo's passion as Bench launches its newest clothing line and scent on Aug. 16, 6 p.m., at the SM Mall of Asia's Music Hall.

To grab this contour, bring a box of his Pure Passion cologne or wear any item from his It Just Gets Better collection available in Bench outlets nationwide.

Stay healthy with multivitamins

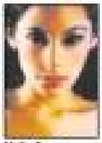


MICHELLE Yee Chavez-Villanueva

Michelle Yee Chavez-Villanueva/ 25/ Financial Planner

With your hectic workload, how do you manage to keep up your energy?

I start my day with a range of supplements and wait 30 minutes before having breakfast after I take them.



Maita Ruiz, [illegible]

I take L-Carnitine, which helps to increase metabolism. Green tea extract was recommended to me by friends and is for general well-being. Then there's Cod Liver Oil for my bones, hair and skin.

I also take Vitamin C, which helps to decrease my allergies. I increase the dosage if I'm coming down with a cold, as I find it helps shorten the time I'm sick.

Another good thing for allergies is this [illegible] I've installed, which sprays every 7 minutes automatically for two months and kills dust mites, [illegible] and other bugs. It has worked wonders for me. I used to wake up with a clogged nose due to allergies, but now I rarely get them.

Finally, I take a dose of psyllium which helps regulate bowel movements. I mix it with either juice or water. I highly recommend it to everyone. It doesn't taste that great, but is very effective in regulating the bowels.

The best way to follow through with taking all these supplements is by working it into your daily routine. The morning routine works best for me, and I don't feel complete without it.

Oh, and at least 8 hours of sleep!



With Zunic's new éMezzo™ therapy

Try our needle-free mesotherapy!

painful mesotherapy for fat reduction is now a thing of the past!

Clients claim zero recovery time compared to traditional mesotherapy

MAKATI
752-0600 or 752-0601

ALABANG
771-2200 or 771-5500

QUEZON CITY
374-0808 or 374-0800

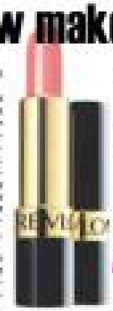
Zunic
slimming & body sculpting



Advance reviews on new makeup lines

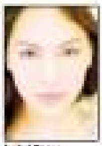
Makeover 911







Fight cellulite



Exercise

Diet

SM SUPERMALLS AWARDED FOR CORPORATE EXCELLENCE IN SERVICE OF PWDS



Greenwich Pizza Friday with Lomo Manila





LIFESTYLE Fashion & Beauty

Contributing Editors Jenni Epperson and Apples Aberin-Sadhwani



FOR A change, Lustico minimized the use of chiffon by combining it with a stiffer material like Thai silk.

The polish and panache of Dennis Lustico

Instead of beguiling his audience with glittery beadwork, he simply let the dress' every fold and undulation do the talking

By Ana T Vergara

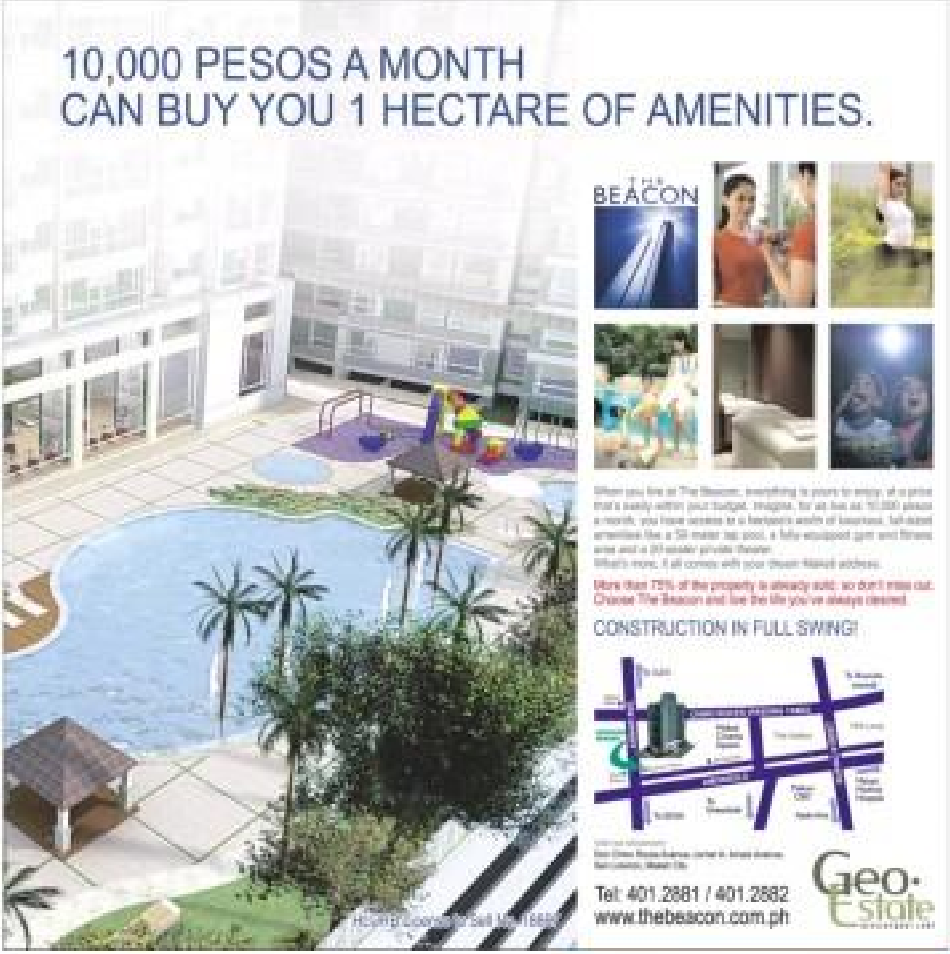
DESPITE MINIMIZING the use of chiffon and ditching the serpentine silhouette in favor of relatively more radical shapes, Dennis Lustico still managed to produce a 25-piece collection that celebrated his idea of glamour and romance.

This week's featured designer at Fashion Watch Quarters Series 5, Lustico drew inspiration from India.

PHOTOGRAPH G3



















It's all in the head

Enhance your crowning glory with head-turning headpieces

Practical



Big bow clip

The polish and panache…

From page G1



CASCADING ruffles from the bodice to shoulder.

est or pedestrian? Instead, a fashion icon in Tokyo's Harajuku district, which Japan's young, in their quirky clothes, have put on the fashion map.

Held at Makati Shangri-La, the afternoon fashion show series is produced by [illegible] and Joji Bingcang, and supported by Nokia, Belo Essentials, [illegible] and [illegible].

"They're mostly students who design and make their own clothes," said Lucio of [illegible] fashion-forward denizens. "Instead of channeling Japanese influences, however, they derive inspiration from such unlikely sources as Cinderella and America's Amish community."

These kids are also fascinated by looks from the '80s, which explains why the designer's latest collection was characterized by boxy necklines, peplums, ruffles and skirts with exaggerated hips. Not to worry—he has no plans to resurrect football player's shoulder pads from that decadent decade.

He also did a lot of draping and a great deal of pleating, folding, darting, layering and twisting to achieve his vision. Some long dresses were either partially tucked or embellished with huge cascading ruffles from the hips to the hem.

These design elements would have been no-brainers for someone as brilliant as Lucio had he used soft and pliable chiffon, one of his favorite materials. But he decided to challenge himself this time by using a stiffer fabric like Thai silk.

How did he fare?

With the polish and panache that has been Lucio's trademark. Except for some minor puckering in a yellow number with a series of huge flaps in front (the designer's weakest moment, actually), the entire collection looked current, streamlined, figure-flattering and expensive.



GLAMOUR dresses inspired by the 1980s, and done in stiff Thai silk.



FIGURE-FLATTERING creations for almost all body types



Developing the Child's Multiple Intelligence through Insular Life I-Excel Education Plan

Psychologist Howard Gardner created the "Theory of Multiple Intelligence" in 1983. The theory suggests that there are different types of intelligence: linguistic, logical-mathematical, musical, spatial, bodily kinesthetic, interpersonal, intrapersonal, and naturalistic. Each individual manifests varying levels of intelligence bringing forth individualism and uniqueness.

The introduction of the multiple intelligence theory resulted in changes in the school curriculum, its learning tools, the teacher's and the parents' teaching techniques and understanding of the learning needs of the child.

Because Insular Life is steadfast in understanding the needs of every Filipino child, its new education plan, I-EXCEL, gives attention to honing these different intelligences. Aside from the guaranteed cash benefits that supplement tuition, [illegible] and the insurance coverage of the payor and the child, I-EXCEL offers different learning venues through Insular Life's "Extra Special Privilegeholders" (ESP) program.

I-EXCEL policyholders with a minimum annual premium of P100,000 is automatically an ESP. As such, the child is entitled to receive special privileges like discounts and freebies from its merchant partners that would serve as the parent's opportunity to develop his child's various skills and hone his inclinations.

Currently, I-Excel has sealed partnerships with Toddlers Unlimited, Yamaha School of Music, Repertory Philippines and World of Fun.

Toddlers Unlimited is a pre school that aims to develop the totality of the child. It has branches at Festival Mall, Alabang and Rockwell, Makati. Yamaha School of Music is a school that hones the musical inclination of young and adults alike. It has several branches in Metro Manila and various malls nationwide. Repertory Philippines, a theater company stages plays and musicals every weekend at Onstage Greenbelt 1. It also conducts theater and acting workshops all year round. World of Fun, located in SM malls nationwide and other provincial shopping centers [illegible], provides fun and excitement to kids through computer games and rides.

Indeed, I-EXCEL is a parent's partner in making the child the best that he can be! To know more about I-EXCEL, visit www.insularlife.com.ph or email us at [illegible]

I-Excel is provided by the financial strength and dependability of Insular Life, the largest Filipino insurance company with almost 100 years of [illegible].



Imagine how great she can be.

Perhaps the next Picasso? Or another Amorsolo. She can have a future far better than you've ever imagined with Insular Life I-Excel.

Enroll in I-Excel now! Visit any of our branches nationwide, call (02)771-1818 local 1311, 1313 and 1317, email us at inquiry@insular.com.ph or check out our website at www.insularlife.com.ph.

I-Excel

THE INSULAR LIFE ASSURANCE COMPANY, LTD.

The polish and panache…

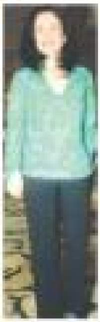
Less pliable

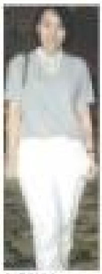






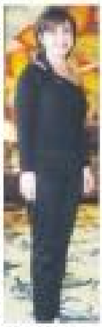


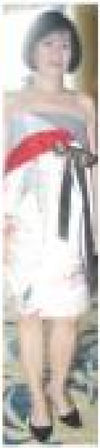




Afternoon chic

FASHION Watch, in case you haven't noticed, serves a dual purpose: women go to watch and be watched.







LIFESTYLE Fashion&Beauty



5 minutes to 5-star living

729-8992 or 729-8808 Legaspi St., Legaspi Village, Makati City

FEDERALAND-ORIX

English luxury made younger

Alfred Dunhill is jazzing up its image with the help of actor Jude Law and maverick designer Kim Jones



JUDE Law for Dunhill's Fall-Winter 2008 campaign

By Charlie V Moral

IN THE RACE TO CAPTURE A bigger chunk of the global retail pie, the English luxury house Alfred Dunhill thinks a youthful vibe may just be what it needs to go head to head with other leading menswear and accessories labels.

Over a year ago, it hired the British actor Jude Law to be the brand's face in all its major markets except North America. In March, the 2008 British Menswear Designer of the Year awardee, Kim Jones, came on board to head the design team.

And to further up the ante, the house will open ultra-luxurious flagship stores in its major markets—in London next month, and in Shanghai in October—just like the one that was launched in Tokyo's Ginza district a few weeks ago.

"We've been aiming to go younger and we've done that step by step," said Gabi Merrick, Dunhill general manager for retail and export for Asia-Pacific, in an interview this week. The brand's typical customer is the 30-50-year-old male and the

INQUIRER H3

digiprint



You shoot. We print.

You call that instant service.

FOR AS LOW AS P4.00

www.digiprint.com.ph

join! The BIGGEST Gathering of Anti Ageing Practitioners!

"I love my Age!"

the 2008 PAAMS Convention (Philippine Anti Ageing Medical Society)

relaksasi

A Tradition of total Relaxation



THE SCIENCE OF *seduction*



Photographs by Mikaelo

The romance of black and white



COLOR BLOCK dress (left). Striped cardigan and collared top with striped tie (right)

A CHECKED newsboy cap and striped pair of socks give oomph to this simple black cowl-neck dress.

[illegible]



BLACK and white top with black leggings

English luxury made younger

From page H1

[illegible]

Unorthodox

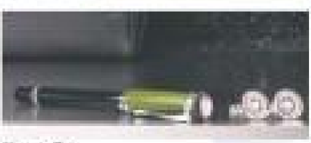
[illegible]



LEATHER belt



LEATHER bag



PEN and cufflinks



CUFFLINKS and small leathergoods



LEATHER bag with shoulder strap



FOR THE BRITISH actor's second season as Dunhill's face, photographer Greg Williams shoots Jude Law in St. Moritz, in an area known for smuggling called Crimea Run.

[illegible]

Competition

[illegible]

SWEATERS



[illegible]



Good jeans



BLACK paper-coated cotton quilted bomber jacket, black striped stretch deep cotton shirt, gray denim jeans, cow-hide wool blend logo scarf and gloves, black leather pointed belt and [illegible] nylon duffle bag

GOLD pearl nylon quilted jacket, dusty brown brushed back fleece logo shirt, almond peach gabardine jeans and brown argyle wool scarf





CLAY cable-knit poncho, black cotton cashmere ribbed turtleneck, dusky brown stretch corduroy wide-leg pants, brown argyle check wool scarf, dark brown leather belt



DARK [illegible]

CALVIN KLEIN JEANS Women's Fall Collection consists of denim in dark washes as well as unwashed black, for a smooth refined look.

While tops are fitted and boxy, denim is no specific fit for this collection. Women can enjoy the freedom of mixing long stretch jeans with skinny pants or small to flared-leg [illegible] with clean and volume.

The men's collection has cotton and cashmere tops with nylon and wool jackets, which bring out a sleek and sophisticated look for menswear.

Suggested looks are light-colored outerwear over plain cotton shirts, light-colored denim pants and matching scarf.

For a more casual ensemble, checkered shirts with plain denim jeans are perfect for a stroll in the city. A hooded shearling zipped jacket, cool white high-neck sweaters and black denim jeans give a hint of dapper and trendy style.

Calvin Klein Jeans is exclusively distributed by Stores Specialists Inc. and is in [illegible]



COCO

Chic mobile cases

[illegible], THE SWEDISH DESIGN COMPANY known for fashionable and stylish cases for mobile phones and MP3 players, is now available in the Philippines.

[illegible] Purple label, which is made for the female market, has seven collections to fit iPods and various cellular phone models.

There's Coco, whose design is reminiscent of Chanel's signature quilt, thus the name. [illegible]

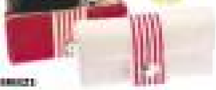
[illegible]



VIEVE



ILISH



ORCHID





DUCATI



LIVESTRONG

SAVE YOUR HAIR

YOUR PROBLEM:

LIMP, THINNING HAIR



SVENSON'S HAIRLOSS Rx:

Ultra-Lush Volumizer Treatment

Svenson

CALL 892-HAIR (4247)

Vision in high definition

Meet the cast of 'Cinderella'



Lea Salonga as Cinderella

GOINGS ON

Art show in Davao City

Mall clearance sale

Electrolux promo

HOUSE OF LAUREL

AND

Globe PLATINUM

IN COOPERATION WITH

Sony Ericsson

PRESENT

RAJO RED!

A 15TH ANNIVERSARY CELEBRATION AND BENEFIT SHOW

FOR THE PHILIPPINE NATIONAL RED CROSS MAKATI CITY BRANCH OF THE RIZAL CHAPTER

09 SEPTEMBER 2008

RIZAL BALLROOM

MAKATI SHANGRI-LA HOTEL

CORPORATE CO-SPONSORS:

Preview



EXTENDED UNTIL AUG. 18!

GO SHOPPING CRAZY AT THE SM SUPERMALLS GREAT 3-DAY SALE!



SHOP, SHOP, SHOP AT SM CITY STA. MESA!

BARGAINS AWAIT AT SM SUPERCENTER VALENZUELA!

GET GREAT DEALS AT SM CITY STA. ROSA!



SHOP AND WIN AT THE GREAT 3-DAY SALE!

MALL HOURS:

STA. MESA

VALENZUELA

STA. ROSA

Aug. 15, 16, 17

10am - 10pm





MYSTERIOUS BENEFACTOR
Guess who owns these two piggy banks that have been sending two needy kids to school? Find out on Page H.

OUT OF THE CLOSET

LIVING Stars

Editor: Ernesto G. Yalamba

RYAN AGONCILLO

I LOVE READING "WHAT IF I HAD NEVER Tried It: The Autobiography" by Valentino Rossi. I idolize Rossi, who's seven-time MotoGP World Champion. He's a young guy, same age as I am, 29. But he's considered a veteran at 29. I look up to him because he's never afraid of challenging the norm. He always goes against the grain and sticks to his guns. From the book, I also learned that we share something in common: that we have a small network of loyal friends. When he had a race in Malaysia, I wanted to get his autograph. He almost ran me down with his motorbike, but I got it. I stalked him there!



BOOKS

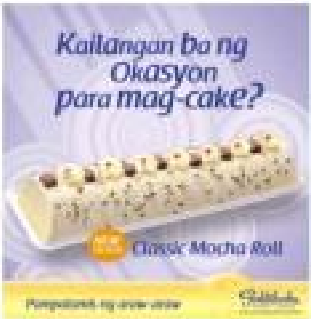
'Vicky Cristina Barcelona' premiere in LA, Aug. 4



RED CARPET

PENELOPE Cruz

(Clockwise) Scarlett Johansson, Salma Hayek and Demi Moore









SM Cinema movietime

visit www.smcinema.com

Timely prizes await you!

Watch -a- Movie

Win A Watch



Every purchase of one (1) SM Movie Ticket during the 3-Day Sale gives you a chance to win a cool wristwatch from Time Depot!

AUG 15, 16, 17 · STA MESA, VALENZUELA, STA ROSA

METRO MANILA

RESERVED SEATS NOW AVAILABLE

IMAX

THE DARK KNIGHT
Admission Price: P250

KUNG FU PANDA
Admission Price: P200

THE ALPS
Admission Price: P200

THE PODIUM

THE X-FILES: I WANT TO BELIEVE

WALL-E

LATE SCREENINGS

(THE MUMMY 3)

CINEMA 1
Admission Price: P180

A VERY SPECIAL LOVE

DOBOL TROBOL

RESERVED

SOON TO OPEN

LUZON

SOON TO OPEN

VISAYAS · MINDANAO

SCHEDULES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

ALL MAJOR CREDIT CARDS NOW ACCEPTED IN ALL SM CINEMA BRANCHES

CINEMA ACCESS: 635-5555

MOVIEWORLD

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

GALLERIA

1 THE MUMMY: TOMB of the DRAGON EMPEROR
2 WALL • E
3 YOU DON'T MESS with the ZOHAN
4 THE X-FILES: I WANT to BELIEVE
5 A VERY SPECIAL LOVE
6 ROGUE
7 MAMMA MIA! / THE DARK KNIGHT
8 Indiefiles: CONFESSIONAL
9 DOBOL TROBOL
10 MY SASSY GIRL



ERMITA

1 YOU DON'T MESS with the ZOHAN
2 ROGUE
3 THE X-FILES: I WANT to BELIEVE
4 WALL • E
5 A VERY SPECIAL LOVE
6 DOBOL TROBOL
7 THE MUMMY: TOMB of the DRAGON EMPEROR
8 MAMMA MIA! / MY SASSY GIRL
9 THE DARK KNIGHT

METRO EAST

1 MY SASSY GIRL
2 WALL • E
3 DOBOL TROBOL
4 THE MUMMY 3
5 THE X-FILES: I WANT to BELIEVE
6 A VERY SPECIAL LOVE
7 ROGUE
8 YOU DON'T MESS with the ZOHAN / THE DARK KNIGHT

NOVALICHES

1 THE MUMMY 3 / A VERY SPECIAL LOVE
2 THE X-FILES: I WANT to BELIEVE
3 WALL • E
4 DOBOL TROBOL

PIONEER

1 THE X-FILES: I WANT to BELIEVE
2 ROGUE
3 DOBOL TROBOL
4 WALL • E



STA. ROSA

1 THE X-FILES: I WANT to BELIEVE
2 THE MUMMY 3
3 A VERY SPECIAL LOVE
4 WALL • E
5 DOBOL TROBOL

LIPA

1 WALL • E
2 DOBOL TROBOL
3 THE MUMMY 3
4 A VERY SPECIAL LOVE

DASMARIÑAS

1 WALL • E
2 THE X-FILES: I WANT to BELIEVE
3 DOBOL TROBOL
4 A VERY SPECIAL LOVE

IMUS

1 A VERY SPECIAL LOVE
2 WALL • E
3 DOBOL TROBOL
4 THE X-FILES: I WANT to BELIEVE
5 THE MUMMY 3: TOMB of the DRAGON EMPEROR

ANGELES

1 WALL • E
2 A VERY SPECIAL LOVE
3 DOBOL TROBOL
4 THE X-FILES: I WANT to BELIEVE

STARMILLS

1 WALL • E
2 THE X-FILES: I WANT to BELIEVE
3 A VERY SPECIAL LOVE
4 DOBOL TROBOL
5 THE MUMMY 3
6 YOU DON'T MESS with the ZOHAN

BACOLOD

1 WALL • E
2 A VERY SPECIAL LOVE
3 DOBOL TROBOL
4 MEET DAVE
5 THE MUMMY 3
6 YOU DON'T MESS with the ZOHAN

ILOILO

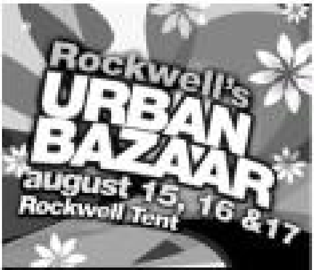
1 WALL • E
2 DOBOL TROBOL
3 A VERY SPECIAL LOVE
4 THE MUMMY 3
5 FONTANA
6 YOU DON'T MESS with the ZOHAN

Annie Lennox launches campaign vs AIDS

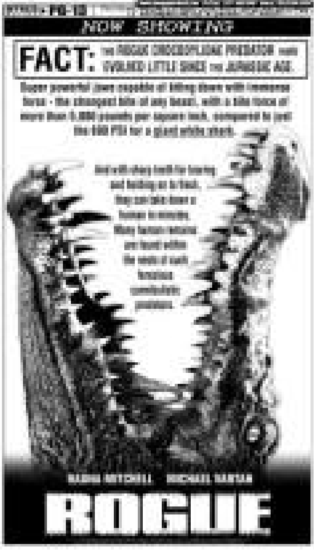
STARS FOR OTHERS

MEXICO CITY—ANNIE LENNOX [illegible]

AP

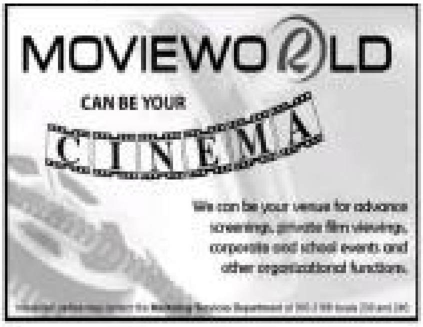


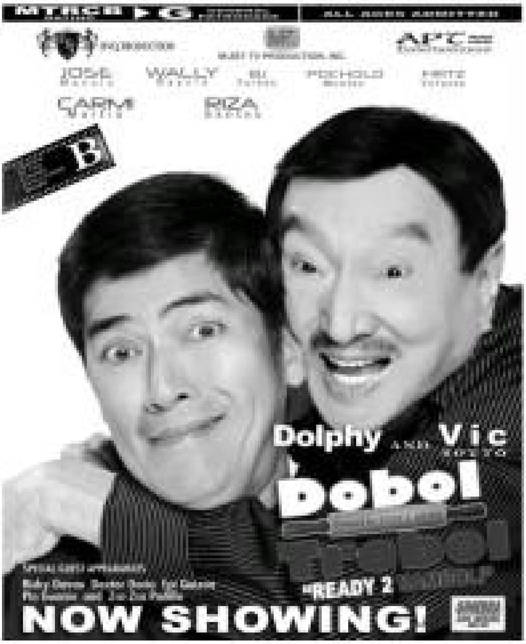


















CHUCK Taylor converses never go out of style, says the shoe addict.

Mad about shoes

OUT OF THE CLOSET





BELTS in different colors are perfect accents to Alfred's plain tops. At left, the Seaman Male Icon Award given by GMA 7. Below, wearing pink makes Alfred feel "macho."



By Marinel R. Cruz
Photos by Jim Boise Panganiban

HUNK ACTOR Alfred Vargas seriously cares about his shoes.

He has them cleaned and put in boxes when not in use. Shoes that he wears to work daily are neatly stacked in a shoe cabinet inside his walk-in closet.

"I've been like this since I watched the movie [illegible]," the 26-year-old Alfred told Living Stars during a visit to his three-story house in Quezon City. "[illegible] said shoes have to be placed in boxes. He even specified that the boxes should have pictures of the shoes glued outside. I'm planning to do that, too."

Alfred has his own tips: "Invest in basic colors, for leather shoes, buy them in black, dark brown and light brown colors. If you plan to buy sneakers, get them in white. You can match them with practically anything in your wardrobe, even with suits or blazers."

SHOES

I prefer sneakers to leather shoes, but I also have Louis Vuitton and Paul Smith leather loafers.

I wish I have more Chuck Taylor converses. I love them because they're very versatile. They never go out of style. They're very comfortable, too.

I also own a couple of rubber shoes because I love running. [illegible] pair of Yohji Yamamoto from Adidas Y-3.

My pair of Nike Zoom Lebron V. It is my lucky basketball shoes. For some reason, maganda ang laro ko when I'm wearing it.

My Nike Plus Zoom Air counts the number of calories I burn when I run. It has a microchip that connects the shoes to my iPod. It also measures my speed. I can go online and compare my stats to others around the world. It says that I'm above average.

I like sneakers with touches of gold, silver and bronze. I match them with plain shirts. Shoes ang pinaka-accent. I don't like wearing printed tops. It takes away the focus from my face (laughs).

SCENT

I like the smell of CK Summer by Calvin Klein. It's young and sexy. I prefer the 2007 to the 2008 version. This is my favorite scent for now. I want people to remember me with this scent.

MEMORABILIA

My Seaman Male Icon trophy is special to me. I got this during GMA 7's 50th anniversary celebration. No less than Richard Gomez handed me the award. Feeling ko, it's like he's passing on the baton to me.

The Breakthrough Performance by an Actor Award was for the movie "Bridal Shower." [illegible] and Cherry Pie Picache also won awards for this film.

My other trophies were given by the province of Surigao, where my mom was born; the one from Bulacan is the Gintong Kabataan Youth Achievement Award. My dad is from Bulacan.

These two coin banks that have been with me since 2000 and 2002, respectively, are reminders of the two kids I'm sending to school. They symbolize my unofficial scholarship foundation. It started with my spare coins.

DVD COLLECTION

I have three all-time favorite movies. I like Quentin Tarantino's comeback in "Pulp Fiction," [illegible]. I met Tarantino when he came to the Philippines last year. "The Beach" is my favorite Leonardo DiCaprio movie after "The Departed." It influenced me to become a backpacker. I've been to a lot of places because of this movie, just me and my backpack. I also like Robert de Niro in "Raging Bull." I personally think this is how every actor should tackle roles.

SUITS

I wore this Joey Samson suit when I went to Las Vegas to watch a Manny Pacquiao fight.



THIS Joey Samson suit was what he wore in one of Manny Pacquiao's fights in Las Vegas.

Everyone thought I bought it in the States. Ang dumating pormal!

I had my Paul Cabral suit on when I received my Breakthrough Award for "Bridal Shower." I love black suits. Feeling ko, [illegible] my character [illegible]. I want a look that's simple, clean and classic.

For two straight years, I was Mahalay, the official torch bearer of GMA 7's Kapusolympics. At the torch bearer, I got to wear this special jacket. It's an honor to be picked as Mahalay. I will keep this jacket forever.

TOPS

This is my comfy white shirt from Hammerhead. It's stretchy. I can wear this with shoes, jeans, sometimes even with slacks and a pair of rubber shoes. Magmuka pa rin.

This pink shirt makes me feel macho. Yes, even if it's pink. I wear it over a muscle. That's quite often.

SWIMWEAR

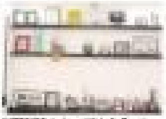
This pair of board shorts is already eight years old. This is my first pair. If you plan to buy board shorts, pick something that's flattering to your body, preferably fitted.

Alfred is seen on the top-rating soap series "Eyeshield" and the drama series "Una Kong Pagig Akin."

E-mail: mcruz@inquirer.com.ph



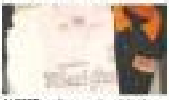
HE WANTS his shoes in boxes or neatly stacked in shoe cabinets.



INTERIOR designer Michelle Zoreta used Alfred's models, trophies and other keepsakes as accents for the actor's bedroom wall.



A CLOSET organizer keeps all his neckties in place.



ALFRED prefers wearing plain than printed shirts.



ALFRED'S first-ever acoustic guitar still occupies a special spot in his bedroom.





ENTERTAINMENT

Editor: Emmie G. Velarde

INSIDE

- Star-studded premiere for 'Tropic Thunder' Hollywood /J4
- Mulder and Scully, back to basics Review /J4

Piolo the producer

INQUIRER EXCLUSIVE

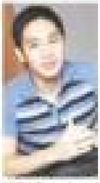
Drama actor wants to star in, and bankroll, films that uplift viewers

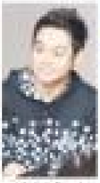


PRODUCER STAR Piolo is flanked by co-stars Alessandra de Rossi and Baron Geisler.

By Bayani San Diego Jr.

Updated classics





Vote 'Idol' bets wisely

By Marinel R. Cruz



LALO NANG MADALI
MAGPADALA NGAYON!

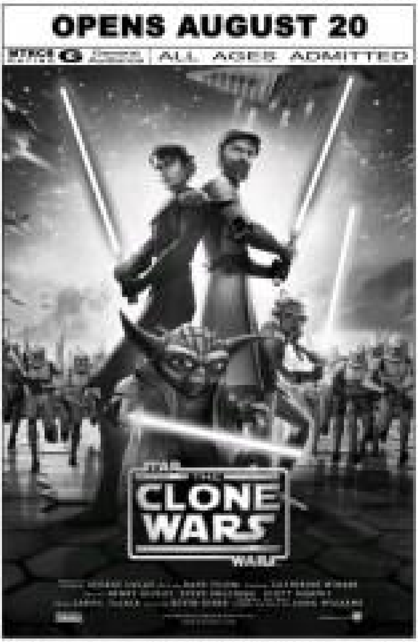
Mas madali na mag-transact sa Western Union. Isang valid I.D. na lang ang kailangan para magpadala o tumanggap ng pera!

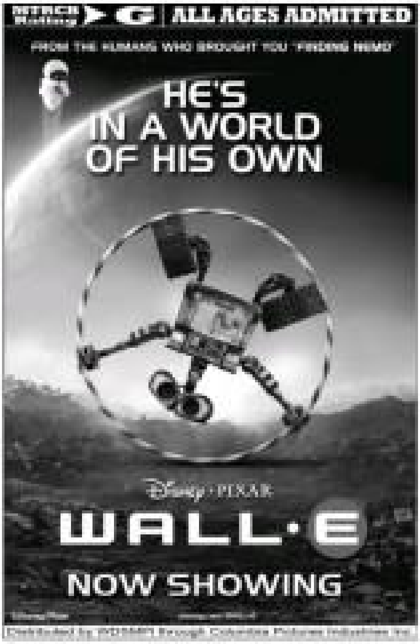
WESTERN UNION

FAST. RELIABLE. WORLDWIDE MONEY TRANSFER

For inquiries, call 888-1200 (Metro Manila)
or 1-800-1-888-1200 (Provinces)

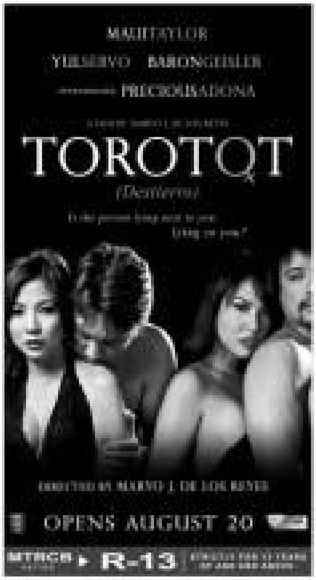






Album for kids by Sharon

Piolo the producer



Vote 'Idol' . . .

Moving on



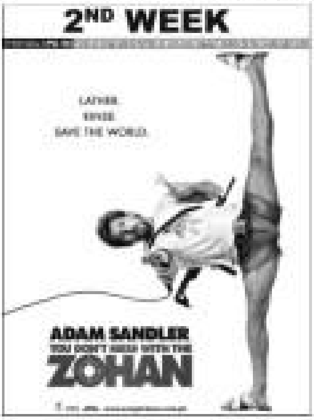
'70s crime series 'Hawaii Five-O' returns

LOS ANGELES— ICONIC 1970s crime series "Hawaii Five-O" is set to return to US television screens in an update of the hit franchise, entertainment industry press reported on Sunday. The Hollywood Reporter said the show, which ran for 12 seasons and 270 episodes between 1968 and 1980, would revolve around the adventures of the fictional Hawaii State Police department. AFP











AT THE CINEMAS

Cinema	Schedule
GLORIETTA 1	1 WALL-E; 2 THE X-FILES; 3 ROGUE; 4 DOUBLE TROUBLE
GLORIETTA 4	1 DOUBLE TROUBLE; 2 A VERY SPECIAL LOVE; 3 THE X-FILES; 4 ROGUE; 5 THE MUMMY: TOMB OF THE DRAGON EMPEROR; 6 WALL-E; 7 MY SASSY GIRL / YOU DON'T MESS WITH THE ZOHAN
GREENBELT 1	1 WALL-E; 2 THE X-FILES
GREENBELT 3	1 WALL-E; 2 THE X-FILES; 3 MY SASSY GIRL; 4 YOU DON'T MESS WITH THE ZOHAN; 5 THE MUMMY: TOMB OF THE DRAGON EMPEROR
ALABANG TOWN CENTER	1 WALL-E; 2 THE X-FILES; 3 MY SASSY GIRL / ROGUE; 4 A VERY SPECIAL LOVE; 5 THE MUMMY: TOMB OF THE DRAGON EMPEROR
AYALA CENTER CEBU	1 WALL-E; 2 THE X-FILES; 3 DOUBLE TROUBLE; 4 MY SASSY GIRL / THE MUMMY
MARKET! MARKET!	1 DOUBLE TROUBLE; 2 MY SASSY GIRL / YOU DON'T MESS WITH THE ZOHAN; 3 THE X-FILES; 4 WALL-E; 5 A VERY SPECIAL LOVE
TRINOMA	1 DOUBLE TROUBLE; 2 MY SASSY GIRL / YOU DON'T MESS WITH THE ZOHAN; 3 ROGUE; 4 A VERY SPECIAL LOVE; 5 THE MUMMY: TOMB OF THE DRAGON EMPEROR; 6 THE X-FILES; 7 WALL-E

AT THE MALLS

Glorietta

Greenbelt

Alabang Town Center

Ayala Center Cebu

Market! Market!

Ayala Museum

TriNoma





Star-studded premiere for 'Tropic Thunder'

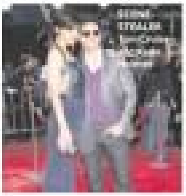












A concert to rock the sky



Mulder and Scully, back to basics



